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# Food Makes a Difference

in cooperation with



## PEANUTS AND PEANUT BUTTER

ANNOUNCER: We bring you now....FOOD MAKES A DIFFERENCE!

MUSIC: THEME (10 seconds)

ANNOUNCER: Station \_\_\_\_\_...in cooperation with your (local, county) nutrition committee...presents...FOOD MAKES A DIFFERENCE....a weekly feature on food to help you feed your family wisely and well. With us today are \_\_\_\_\_, Chairman of the \_\_\_\_\_ Nutrition Committee, and Mr. \_\_\_\_\_ (title of merchant or food distributor) with some little known facts about peanuts and peanut butter.

CHAIRMAN: Good morning, (announcer). How would you like Mr. \_\_\_\_\_ and me to test you on your knowledge of peanuts?

ANNOUNCER: I'm willing. But I'm afraid all I know about peanuts you could put in the shell.

MERCHANT: Then I think, Mrs. \_\_\_\_\_, he'll make a very good subject.

CHAIRMAN: Suppose we start with the historical angle.

ANNOUNCER: I'd really rather start with the eating angle. Mmmmm for a few salted peanuts right now.

MERCHANT: I brought some along...but first you have to earn them.

ANNOUNCER: Oh...you're going to make a monkey out of me. All right...I'm ready for the historical facts.

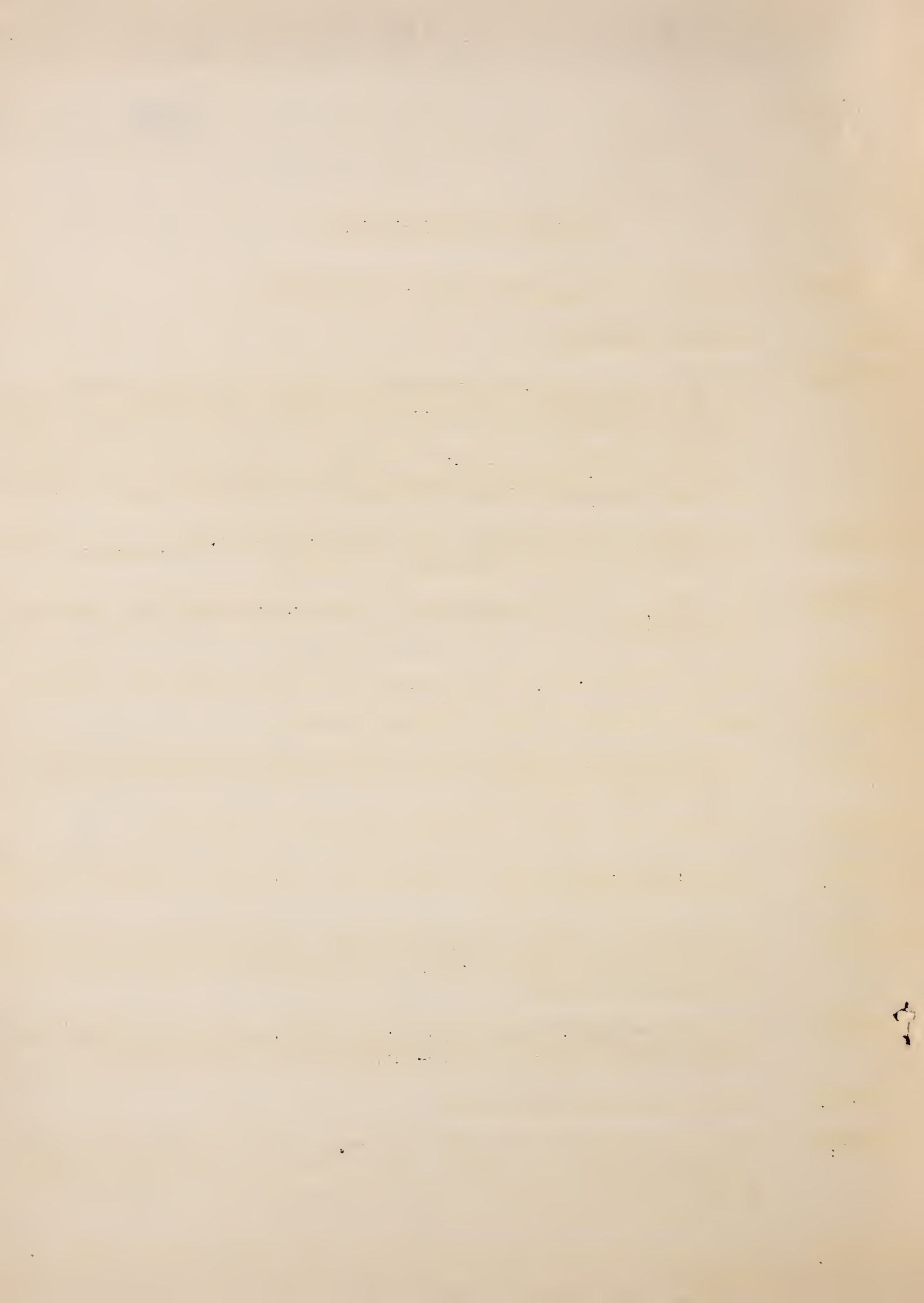
CHAIRMAN: The peanut is a native of South America. But according to the record our own American Indians were the first people to cultivate and use the peanut as a food.

MERCHANT: Then early explorers took peanuts to Africa...and it is really from Africa that the peanuts were re-introduced to North America.

ANNOUNCER: How do you account for that?

MERCHANT: They were brought by the slave traders. In fact, they were used as a ballast on the slave ships. Upon arrival here the better health of the slaves as compared to the officers and crew was attributed to the peanuts the slaves had eaten so the story goes.

ANNOUNCER: And ever since then the popularity of this food has been on the increase.





CHAIRMAN: Yes, ever since early colonial days peanuts have been considered a good food. Soldiers returning from the war between the States made peanuts popular in the north.

ANNOUNCER: It looks as though our present war has done much to increase the use of peanuts...I know that farmers have been asked to plant additional acres these last three years.

MERCHANT: Especially because of the nation's need for vegetable oil.

ANNOUNCER: How do you mean?

MERCHANT: Peanut oil can be used to replace imported oils, mainly coconut oil, which used to come from the Dutch East Indies, the Philippine Islands and Malaya...and to some extent the olive oil from Europe.

CHAIRMAN: That peanut oil is being used for salad dressings, and for other cooking purposes. But it has such war forms as explosives, salves, and medicines.

ANNOUNCER: And to think I just regarded peanuts as something to eat between meals for my own personal enjoyment.

CHAIRMAN: They're more than that, but a large share of the peanut crop is sold as roasted and salted nuts.

MERCHANT: What's more, (announcer), you'll find plenty of the small Spanish salted type on the markets this year, too. The jumbo type, or Virginia shelled peanuts, will be scarce.

ANNOUNCER: And why?

MERCHANT: Well, salted peanuts are a favorite of our Armed Forces, and Uncle Sam is having nearly half of this year's crop of jumbo peanuts set aside for shipment overseas. The boys at the front will also receive some of the salted Spanish variety.

ANNOUNCER: No one at home will complain about that use. What about the supplies of peanut butter?

MERCHANT: Some 700 million pounds of peanuts may be turned into peanut butter during the coming year.

ANNOUNCER: That's a powerful lot of peanut butter.

MERCHANT: Well, the peanut crop this year is the largest in history. A billion and a half pounds. While nearly half this amount will be roasted and ground into peanut butter...there'll be plenty available in the form of salted and roasted nuts and in peanut candy.

ANNOUNCER: Why did you say that peanuts are more than a between-meal snack, (chairman) ?

CHAIRMAN: Because they are really a very good food. They contain a high quality protein and are an excellent source of fat.

ANNOUNCER: Let's see then...that places them in Group Five on the Basic Chart along with meat.





CHAIRMAN: Yes, protein foods are milk, meat, poultry, fish, eggs, dried beans, and peas, nuts and peanut butter. That protein content of peanuts ranges from about 30 to 34 percent, and the fat content is even higher...from 40 to 50 percent.

ANNOUNCER: So next time I eat a few peanuts, I can cut down on the amount of meat I eat.

CHAIRMAN: Just one ounce of peanuts...about thirty of the jumbo size peanuts or twice that number of the small salted Spanish type, will provide about a tenth of your daily requirements of protein. However, peanut are not a satisfactory substitute for dairy products or eggs.

ANNOUNCER: Seems to me I remember hearing that peanuts also had some of the B Vitamins.

CHAIRMAN: Yes, peanuts can be a very important and inexpensive source of thiamin, riboflavin and niacin...especially niacin which we need for healthy nerves. A one-ounce package will supply about a fourth of the day's requirements of niacin.

ANNOUNCER: But I thought peanuts were hard to digest.

MERCHANT: No that's not exactly it, (announcer). They're just not easily penetrated by the digestive juices.

ANNOUNCER: So I do what?

MERCHANT: Just be sure that you chew peanuts thoroughly...or have them finely ground and then they'll be more readily digested.

CHAIRMAN: That's where peanut butter comes in. Here peanuts have been prepared in a way to increase the ease of digestion.

ANNOUNCER: I see.

CHAIRMAN: Another thing, nuts should be combined with foods low in fat if you are going to eat them in any quantity.

ANNOUNCER: I see your point since fats digest more slowly than other foods.

CHAIRMAN: That's right, but it also means that we don't get that hungry feeling as quickly as with some other foods.

ANNOUNCER: I think right about here we could list some of the uses for peanuts. Suppose you start off Mr. \_\_\_\_\_, by naming the peanut products in your store.

MERCHANT: Well, salted peanuts and peanut candies are favorites we always keep in stock. And peanut butter which is a popular sandwich spread. Mrs. \_\_\_\_\_ probably knows more about the ways to use peanut butter than I.

CHAIRMAN: Peanut butter has almost limitless possibilities for sandwiches. You can add chopped carrot or shredded cabbage or diced onion to peanut butter and get a crisp texture for a sandwich filling.



ANNOUNCER: I see...peanut butter as sort of a companion to vegetables as a sandwich spread.

CHAIRMAN: Yes...or it may be added to dried fruits...such as raisins or dates or prunes...if you want a sweet sandwich.

ANNOUNCER: I'm more familiar with the jelly or honey and peanut butter variety.. but thanks for the new suggestions.

MERCHANT: I know a mother who combines peanut butter and mayonnaise as a spread for sandwiches. She says the salad dressing thins the peanut butter and makes it go on the bread easier.

CHAIRMAN: And peanut butter may also be added to many soups to give them new flavor and added food value.

MERCHANT: And here's a use that's hard to beat...next time you have vanilla ice cream for dessert...put a little peanut butter on top. You can't surpass that for a home-made sundae.

ANNOUNCER: Thank you Mrs. \_\_\_\_\_ and Mr. \_\_\_\_\_ for these facts on peanuts and peanut butter. And if I promise to chew them very fine, may I have a few of those peanuts you brought along Mr. \_\_\_\_\_?

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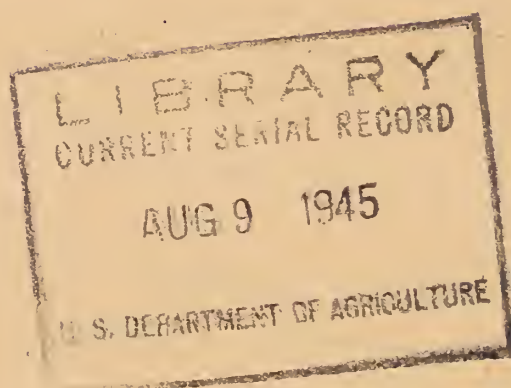
ANNOUNCER (cont.) Listen in again next week to another edition of FOOD MAKES A DIFFERENCE. This is a service of Station \_\_\_\_\_ in cooperation with your (local, county) nutrition committee. Guests today have been Mrs. \_\_\_\_\_ of the \_\_\_\_\_ nutrition committee, and Mr. \_\_\_\_\_ local merchant.

MUSIC: THEME TO END.

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# Food Makes a Difference

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ANNOUNCER: We bring you now...FOOD MAKES A DIFFERENCE!

MUSIC: THEME (10 seconds)

ANNOUNCER: Station \_\_\_\_\_...in cooperation with your (local, county) nutrition committee...presents...FOOD MAKES A DIFFERENCE...a weekly feature on food to help you feed your family wisely and well. And here is \_\_\_\_\_, Chairman of the \_\_\_\_\_ Nutrition Committee.

CHAIRMAN: Thank you, (announcer), and good morning everybody. Today we have a young homemaker who has a number of questions to ask. Mrs. \_\_\_\_\_

GUEST: I certainly have the questions, (chairman), and they're all about apples.

CHAIRMAN: Now's your chance to fire away. Our nutrition committee is always willing to give food information whenever possible. What's your first question on apples?

GUEST: What kind should I buy? There seem to be so many different varieties ...some are sweet and some aren't.

CHAIRMAN: Also some are good for baking, while others...like the Delicious variety...are best eaten raw.

GUEST: That's the idea. I'd like to know what apples are best for each use.

CHAIRMAN: The winter varieties are too numerous to list. But for a few...there are Grimes Golden, Delicious, Jonathan, Spitzenberg, Stayman Winesap, McIntosh, Baldwin and Northern Spy.

GUEST: Could we start out with the cooking apples, (chairman)? What apples are best for baking?

CHAIRMAN: For a baking apple you want one that will keep its shape even when cooked soft. The Rome Beauty is good for this cooking use.

GUEST: What about the apples for sauce and pies?

CHAIRMAN: Here you want apples that will cook soft in a short time. The Jonathan and Northern Spy...and others of course...are excellent.

GUEST: Aren't some of the varieties you mentioned earlier good for all purposes...for cooking and eating raw too?

CHAIRMAN: Yes, they are. These general use apples are good any way you want to serve them.





- GUEST: That would be the kind I'd probably buy...when I didn't want to get several varieties.
- CHAIRMAN: Many people like the Baldwin for a general purpose apple. The Grimes Golden, McIntosh and Jonathan are three very well-known kinds.
- GUEST: The Grimes Golden, McIntosh and Jonathan.
- CHAIRMAN: Correct. And don't forget the Winesap, Northern Spy, Spitzenberg, and Ben Davis. There are many more, but those are the more common ones available on most markets. Any more questions?
- GUEST: Yes, I'd like to find out a little about the food value of apples. You remember the old quotation, "An apple a day keeps the doctor away". Is it true?
- CHAIRMAN: Well, not quite...but apples are mighty good eating. They contribute small amounts of Vitamin C...and also make a fair contribution of iron to the diet.
- GUEST: In other words, they have small amounts of two factors we need.
- CHAIRMAN: Yes, but in view of their large use, they do give us a worthwhile amount of Vitamin C...if eaten raw.
- GUEST: That sounds as though apples might lose some food value if cooked.
- CHAIRMAN: Food scientists have found that about a fourth of the Vitamin C is lost if the apples are made into sauce. And some of the longer methods cause even more loss. In fact, when we average all methods of cooking and preparation together, there is about an 80 percent loss of Vitamin C in apples.
- GUEST: Then the best advice is to cook apples as short a time as possible?
- CHAIRMAN: Yes. That way you save food values. And if apples are cooked with the skin on you also get more of the natural flavor and attractive color.
- GUEST: That answers a lot of my questions. Apples are pretty popular in our household.
- CHAIRMAN: They've long been a standard item in the American diet. They're almost without limit as to uses and adaptability.
- GUEST: Just raw they're mighty popular.
- CHAIRMAN: Well, don't forget all the other places our apple crop goes to for vinegar, apple butter, apple cider, canned juice and canned sauce.
- GUEST: I have already put up my supply of apple butter for the winter. We like its spicy flavor and it does take less sugar.
- CHAIRMAN: And all through the year, apples play a varied role in our menus. We might suggest some of their uses.
- GUEST: Such as apple pie.





- CHAIRMAN: You certainly named a favorite. Apple pie leads all other desserts in popularity in this country. Of course baked apples...and sauce are two other time honored favorites.
- GUEST: In our home we also like apples sliced with skin on and fried in bacon fat or butter or margarine and served with pork.
- CHAIRMAN: Apples and pork just seem to go together. An apple stuffing with baked spare ribs is a special treat at our house.
- GUEST: I know too, that apples combine well with certain vegetables. For example, apples may be fried with carrots or onion slices.
- CHAIRMAN: Thank you, (guest), for that addition to my apple file. Have you tried scalloped apples with sweet potatoes?
- GUEST: I've had it served in restaurants, but didn't know the recipe.
- CHAIRMAN: Just place alternate layers of sliced boiled sweet potatoes and slices of apples in a greased casserole dish. Sprinkle each layer of apples with sugar and dot each layer of potato with butter. Add water, cover and bake in moderate oven about 30 minutes.
- GUEST: That sounds like a "must" on my menu schedule pretty soon.
- CHAIRMAN: And there are also numerous uses for apples as a dessert.
- GUEST: We've already mentioned baked apple.
- CHAIRMAN: But how about serving gingerbread with a topping of apple sauce?
- GUEST: And, Apple Betty made with fruit and bread crumbs are a treat at my grandmother's.
- CHAIRMAN: Apple tapicoca and apple sauce cake are other suggestions.
- GUEST: You've certainly sold me on the many uses of this fruit. My mouth is watering now.
- CHAIRMAN: Then it will be good news to know that we'll be seeing more apples on the market this year than last. In fact, they'll account for about one-fifth of our fresh fruit supply this year.
- GUEST: That is good news.
- CHAIRMAN: Those apples do have the added advantage of being available the year 'round and are noted for their keeping qualities.
- GUEST: Which reminds me...I wanted to buy some for storing, but I was wondering where they should be kept.
- CHAIRMAN: Well, apples should be stored where it's cool and moist.
- GUEST: To prevent them from shriveling...I'd imagine.
- CHAIRMAN: That's right. And by cool I mean as close to freezing as possible...without freezing. A well-ventilated cellar with a dirt floor makes a good place.



GUEST: I'll remember.

CHAIRMAN: And since apples tend to absorb odors from vegetables stored near them, it's a good idea to be choosy about their storeroom companions.

GUEST: Thank you, (chairman), for all the helpful suggestions.

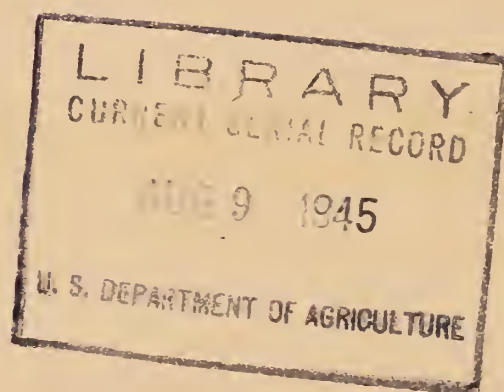
CHAIRMAN: I'm glad you could be with us today. And so, friends, we end another edition of FOOD MAKES A DIFFERENCE.

ANNOUNCER: Thank you, (chairman), and (guest), for these facts on apples. You have been listening to \_\_\_\_\_, chairman of the \_\_\_\_\_ nutrition committee and her guest, \_\_\_\_\_. Listen in again next week to another broadcast of FOOD MAKES A DIFFERENCE... a service of Station \_\_\_\_\_ in cooperation with your (local, county) nutrition committee.

MUSIC: THEME TO END.

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# Food Makes a Difference

in cooperation with

INDUSTRIAL FEEDING



ANNOUNCER: We bring you now....FOOD MAKES A DIFFERENCE!

MUSIC: THEME (10 seconds)

ANNOUNCER: Station \_\_\_\_\_....in cooperation with your (local, county) nutrition committee...presents FOOD MAKES A DIFFERENCE, a weekly feature on food to help you feed your family wisely and well. On some of our programs we've talked about the Basic Seven Chart and how it can guide us in eating foods best for health. Well, many factories and shipyards are following Basic Seven nutrition rules too in order to help workers on wartime jobs. Today, (name and title of member of nutrition committee), is here to tell of these in-plant feeding programs.

GUEST: Industrial feeding has become increasingly important since the war, (announcer). A lot of plants found that when employees stayed away from work or were tired on the job that often they weren't getting enough of the right kinds of food.

ANNOUNCER: I should think it would be a pretty big chore to see that all workers in a big plant got lunch.

GUEST: Yes, feeding thousands of war workers in one plant...and feeding them balanced, hot meals...efficiently and inexpensively...is a big order. But the fact remains...if a worker doesn't eat well, he doesn't work well either.

ANNOUNCER: I agree that a hot dog and coffee or a soft drink doesn't give us much energy for an afternoon of hard work.

GUEST: And when people are in a mad dash and must crowd into some tiny rushed lunchroom, they don't eat very well either.

ANNOUNCER: So the war plants had to meet the lunchroom problem if they wanted to keep workers?

GUEST: Yes, many a plant today is serving good, substantial meals right in the plant. In fact, about seven million of our war workers are being fed this way all over the country. That's about two out of every five of those engaged in manufacturing industries.

ANNOUNCER: How does this compare with pre-war figures?

GUEST: Before the war less than one out of five of the industrial workers got meals at work.

ANNOUNCER: But the actual mechanics of the thing must be amazing. I know some plants have activities stretching over acres and acres of land...how can they reach all their workers?





GUEST: That depends a lot on the local plant. Industrial feeding units are not confined to cafeterias. They might be canteens or lunch stands. Some of our war workers today have their meals delivered to them in little food trains. And in some shipyards the workers have meals hoisted up to them on the shipways by derricks.

ANNOUNCER: Quite a bit different from the "usual" cafeteria.

GUEST: As an example, let's take one plant which has done a top-notch job of getting delicious meals to its employees. It's the Dravo Corporation across from Pittsburgh on the Ohio River...where they make LST's... Landing Ships Tanks. A thousand women are doing a war job there too, and they can't do a man's job and then eat like a bird.

ANNOUNCER: So just what does this shipyard do, Mrs. \_\_\_\_\_? How does it manage to get meals around to its thousands of workers?

GUEST: For one thing, Dravo has an alert dietitian to manage its three large cafeterias. It has indoor locker rooms where men and women can eat their lunches if they don't want to use the cafeterias. Then it also has three canteens located in the yards.

ANNOUNCER: I suppose by canteens you mean food stands.

GUEST: Yes, then booths serve the people working too far from the cafeterias.

ANNOUNCER: What do you get to eat at one of these canteens?

GUEST: At the Dravo shipyards, the canteens serve big, thick sandwiches, home-made soup, milk, cookies, fruit and coffee. Sometimes a hot plate.

ANNOUNCER: Sounds very good. And just where is the food cooked?

GUEST: It's all prepared right at the shipyard in a central kitchen. Then it's packed and put on trucks and delivered to the canteens at mealtime.

ANNOUNCER: That sounds like a good system. And I suppose the three cafeterias are located at different places in the yard?

GUEST: Yes...they're located in those sections where there are the most workers. And all of them, too, have food delivered from the big central kitchen.

ANNOUNCER: I'd like to find out what that nourishing meal consists of.

GUEST: Well, here's a sample of what the workers at Dravo might get for 40 cents. First a choice of tomato juice or fruit juice, or a soup. Then, baked ham, fruit sauce, mashed potatoes and string beans. There's a choice of salads....cole slaw, or vegetable or fruit. Then you may have rolls, a beverage and dessert...chocolate cream pie for instance.

ANNOUNCER: That menu really makes me hungry. I'll bet the work is done better in the afternoon for such a lunch.

GUEST: It truly is. And you know, since only well-balanced plate lunches are served, the workers have to select a nourishing hot meal.





ANNOUNCER: It occurs to me that the whole country will have better eating habits as a result of these industrial feeding programs. People who have been well-fed in factories will insist on balanced meals at home and in restaurants.

GUEST: And the women who work in these factories take away good ideas for dinners at home...they see what the menfolks eat and really enjoy eating.

ANNOUNCER: You mean women like to see men eat spinach and salads...things they may call "sissy" foods at home.

GUEST: That's the idea, (announcer). It's going to be a lot easier for some women to serve well-planned meals...when the men have learned what to like.

ANNOUNCER: It certainly looks as though you women were plotting against us. But right now I'd like to know more about that food train you mentioned...  
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GUEST: Well, one of the Mid-west plants of the Boeing Aircraft Corporation there is a little food train that goes all over the many acres covered by the plant. The food is packed at a central kitchen, and put in cars. Then the train sets out, dropping a car here and a car there... wherever workers are concentrated. The men and women gather around the cars and enjoy a good hot lunch.

ANNOUNCER: Sounds like the modern version of the old-time chuck wagon. But what about the little fellows, those small factories in crowded cities... do they also have industrial feeding programs?

GUEST: I'm glad you asked that, (announcer). There are millions of workers in small plants. In fact, some four million people work in plants that employ less than 1000 people. Some of these plants have cafeterias, others have food stands in various parts of the plant. Even when workers bring their lunches from home, it helps to buy milk, fruit, a salad or dessert at the plant.

ANNOUNCER: From all the methods suggested it looks as though wartime manufacturers were practicing some real ingenuity to feed their workers.

GUEST: It's just that plants with good feeding facilities have workers who stay on the job.

ANNOUNCER: Just how would a factory get started on a feeding program...say an employer notices that his production isn't up to schedule and figures that the food his workers are getting may have something to do with it.

GUEST: He can call in a War Food Administration Industrial Feeding Specialist by writing to Washington or the nearest War Food Administration Regional Office. These specialists without any obligation make a study of the plant. They work out possible locations for cafeterias or canteens and make detailed plans for a practical on-the-job feeding program.





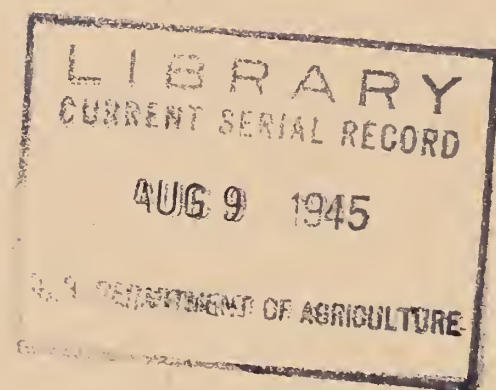
ANNOUNCER: This has been interesting and useful information, (guest). I'm sure our listeners are glad to know how millions of war workers are getting fed on the job. Listen in again next week to another edition of FOOD MAKES A DIFFERENCE....a service of Station \_\_\_\_\_ in cooperation with your \_\_\_\_\_ nutrition committee.

MUSIC: THEME TO END.

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# Food Makes a Difference

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A FANTASY in cooperation with

PUMPKINS AND SQUASH



ANNOUNCER: We bring you now...FOOD MAKES A DIFFERENCE.

MUSIC: THEME (10 seconds)

ANNOUNCER: Station \_\_\_\_\_ in cooperation with your (local, county) nutrition committee...presents FOOD MAKES A DIFFERENCE...a weekly feature on food to help you feed your family wisely and well. Folks, we're just about to hear a little Halloween fantasy on food. First, let's set the stage. There's an autumn haze in the air. And on our farms, grain fields are shorn like G.I. haircuts. Corn stalks have been pitched to look like Indian tepees. And near them on the ground, lie orange pumpkins and yellow and green squash. A scarecrow surveys the fallow land, for most of America's harvest is in the bin. Yes, it's Halloween time, So if you watch and wait and listen by a field at night, you might hear this kind of conversation. Yes sir... a pumpkin and a squash and a scarecrow are holding a little backyard session. Ever hear a scarecrow talk?

SCARECROW: (GRUFF VOICE) Like I was telling you, Smiley Pumpkin, my family's been at this scaring business for generations. We just love to flap and swish. And I guess I'm just about the best scarer in the country.

PUMPKIN: (JEWIAL VOICE) Rags Scarecrow, you take yourself too seriously. Sure you go flapping and blustering all year long and what do you do... scare a few birds. Now take me. I leer at people at Halloween and scare real folks.

SQUASH: (WOMAN'S VOICE) You boys are really teched by the moon. Braggin' about yourselves. Why don't you just relax like we in the squash family do.

SCARECROW: No thanks, Hubbie Squash. Fine scarecrow I'd make if I were as heavy as you.

PUMPKIN: Rags is right, Hubbie. You don't have enough fun. You never go around with the kids at Halloween...all lighted up and leering at folks.

SCARECROW: You and your toothy pumpkin leer. Why you just have one night at the business and then you're through. Me...I go on forever.

PUMPKIN: Next thing I suppose you'll be telling us Scarecrow, you came over on the Mayflower.

SCARECROW: Well, I bet my folks did...we had to come over and protect the gardens of the Pilgrims.





PUMPKIN: That's nothing. We pumpkins have been here longer than that. We're what you call natives of America. Why, my family was cultivated by the Indians long before Columbus ever saw this continent.

SQUASH: He's right there, Rags. My folks and his are related. We squash are of American origin too.

SCARECROW: I hate to admit it, but I do remember hearing that the early settlers found you growing in Massachusetts and Rhode Island when they first came over.

SQUASH: Yes...and De Soto found Indians growing us Hubbard squash in Florida.

SCARECROW: Now who's getting high hat?

PUMPKIN: Well, gee whiz, Rags...it's something to know you're a product of the New World.

SQUASH: And what would the fall be without pumpkins and squash?

SCARECROW: I sometimes wonder what the two of you are good for. You hang around here in the corn field so long you get corny.

PUMPKIN: What are we good for? Say...we're sort of health insurance agents.

SCARECROW: That's a good one...health insurance agents.

SQUASH: Well, it's true...we contain Vitamin A.

SCARECROW: Like carrots?

PUMPKIN: Like all other deeply yellow vegetables and fruits. Vitamin A helps build normal cells in the body, and keeps them in good working order.

SCARECROW: Just what cells do you mean?

SQUASH: Lots of cells, but especially those that form the lining of the digestive system, nose, throat and eyes.

PUMPKIN: That's right. So if you get plenty of Vitamin A you can see better at night too.

SQUASH: Haven't you heard, Rags, that automobile accidents at night decrease when drivers get plenty of Vitamin A.

PUMPKIN: And aviators need Vitamin A especially for better vision.

SCARECROW: You two talk as though you had a corner on this health business.

SQUASH: Well not quite. There are lots of other green and yellow vegetables that help out on Vitamin A.

PUMPKIN: But when we pumpkins...and the Hubbard squash go to market...then you can be sure Halloween and Thanksgiving are on the way.

SCARECROW: More talk...what makes you think you're so special?

PUMPKIN: Let's make his mouth water, Hubbie Squash.

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SQUASH: It wouldn't be hard, Smiley Pumpkin.

PUMPKIN: O.K. You asked for it, Rags. Have you ever tasted a piece of pumpkin pie?

SCARECROW: You know very well I haven't.

PUMPKIN: Sad...very sad. When I leave here, I want to be a pie. All sweet and spicy with milk and sugar and eggs.

SQUASH: I make a rather special pie myself. Good as Smiley any day.

SCARECROW: And suppose you don't grow up to be pies...then where are you?

PUMPKIN: No worry at all...say we're versatile vegetables.

SQUASH: Sure...we're good at lots of jobs.

PUMPKIN: For example...did you ever hear of pumpkin custard, Scarecrow?

SCARECROW: No.

PUMPKIN: Well, if you want a custard you just bake the pumpkin pie filling without a crust...and there you have a dessert the children really go for.

SQUASH: And we squashes can be baked or boiled or steamed as a vegetable dish.

SCARECROW: I don't get it...you're full of seeds and strings.

SQUASH: Oh, we can get ready for the table fast enough. The cook just fixes us in serving portions, removes the seeds and strings. Puts us into a greased baking dish...tops us with some melted fat and a sprinkling of salt and pepper...pops us into the oven for an hour and we go to the table tender and delicious.

SCARECROW: Hubbie you seem to be doing a lot of talking about yourself...what about the rest of your family...the acorn and buttercup and banana squash?

SQUASH: They're very good family members, too.

SCARECROW: Full of Vitamin A?

SQUASH: Yes...all we winter type squashes...you can tell us by our hard shells and our yellow flesh...are good sources of Vitamin A.

PUMPKIN: Well, Scarecrow, are you convinced that squashes and pumpkins are fall treats?

SCARECROW: Yes...but...

PUMPKIN: And we can be found in most markets too.

SCARECROW: Yes...but...

SQUASH: And we're reasonable in price.

SCARECROW: Yes.





SQUASH: And we aren't perishable. Just put us in a cool dry place and we'll keep for months.

SCARECROW: Yes, I can see you two have a duty providing Vitamin A...but did I ever tell you about the time I scared that blackbird?

PUMPKIN: Oh come now...that isn't as good as going around at Halloween with the kids and leering at people. (FADE)

ANNOUNCER: And that's where we came in folks. Listen in again next week to another edition of FOOD MAKES A DIFFERENCE...a service of Station \_\_\_\_\_ in cooperation with your \_\_\_\_\_ nutrition committee.  
(Note: If there is additional time tell of local supply of pumpkin and squash and give methods of preparation.)

MUSIC: THEME TO END.

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(An exclusive service to local nutrition committees in cooperation with the State and National Nutrition Program, War Food Administration.)

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U. S. DEPARTMENT OF AGRICULTURE

# Food Makes a Difference

C A R R O T S

in cooperation with



ANNOUNCER: We bring you now...FOOD MAKES A DIFFERENCE.

MUSIC: THEME (10 seconds)

ANNOUNCER: Station \_\_\_\_\_ in cooperation with your (local, county) nutrition committee...presents FOOD MAKES A DIFFERENCE...a weekly feature on food to help you feed your family wisely and well. Today, we take you to the dinner table of an American family. There are three people at the evening meal...Bill, his wife, Mary, and their friend Rose, who teaches home economics in the local high school. Right now Bill is holding forth.

BILL: Hmmm...everything smells wonderful. Meat croquettes, baked potatoes, combination salad...but whoa there...what's that, Mary...not carrots?

MARY: Now, Bill, Rose fixed them tonight...a new way with cheese sauce...so don't go making up your mind until you've tasted them.

ROSE: What's the matter with carrots?

BILL: Rabbits' food that's what.

ROSE: Then there must be a lot of two-legged rabbits walking around. Carrots have increased in popularity by leaps and bounds the last few years.

BILL: Not with me.

MARY: See, Rose. He carries on like this every time I serve them.

ROSE: A lot of people form a dislike for a certain food without giving it a good try out.

BILL: You mean I've got to be trained to like carrots?

ROSE: Something of the sort.

BILL: Like cultivating a taste for olives.

MARY: Rose means if we know the benefits of a food we're more likely to accept it.

ROSE: Of course, proper cooking helps. Many people don't care for vegetables because they remember eating over-cooked, unattractive vegetables when they were youngsters.

BILL: Just for fun, I'll be the hard-hearted customer. Try selling me on carrots.





ROSE: You're leaving yourself wide open.

BILL: You mean that carrots are a wonder vegetable?

ROSE: Well, they certainly possess many good qualities under one skin.

BILL: You've got to be more specific than that.

MARY: First...have you ever considered their color...carrots provide a contrast to other foods and make the menu more interesting.

BILL: Now don't tell me meals have to be planned for color.

ROSE: Believe it or not Bill, if food doesn't look attractive it just doesn't appeal...may not even be tasted. Color helps sharpen our appetites.

BILL: I guess you're right...and that's point number one for carrots.

MARY: Then they combine well and in many ways with other foods.

BILL: You mean like carrots and peas?

MARY: More than that...the carrot is a regular vegetable of all trades. It's part and parcel of numerous stews. And it's good along with potatoes and pot roast.

ROSE: Also carrots mix well with other foods as a sandwich spread. We served grated carrots mixed with peanut butter and salad dressing as a sandwich spread at school yesterday.

BILL: I can play at this game...and suggest a use for carrots where I really do like them...in vegetable soup.

MARY: Yes...and carrots are good in combination or gelatin salads.

ROSE: Which reminds me of another point in favor of carrots.

BILL: What's that?

ROSE: Texture.

BILL: What has texture to do with food?

ROSE: Just that carrots when eaten raw are crisp...or should be...and for that reason they provide a contrast to...shall we say...soft foods.

BILL: I must admit you girls are certainly bringing out some surprising facts on carrots.

MARY: But we haven't yet named the major reason for liking them. They rate high in food value.

BILL: I knew that would come eventually...or why would you always be trying to have me eat them.

ROSE: Well, you're not the only adult that is being served carrots these days. Aviators are eating them to improve their vision.

BILL: Just how can carrots do that?





ROSE: Because carrots contain Vitamin A. In fact, they are an excellent source of this vitamin. Their coloring matter is a yellow pigment known as carotene which the body changes into Vitamin A.

BILL: Is that the vitamin that's good for the eyes?

ROSE: Well yes, in a way. You see Vitamin A helps build the cells of the skin and mucous linings and helps keep those cells healthy. Thus it is of special value to such parts of the body as the eye, nose, throat and digestive tract.

MARY: So you see why I want you to eat carrots.

BILL: What chance have I got with a sales talk like that...give me a helping.

MARY: I'm glad you decided to get a share of your vitamins for the day.

ROSE: Yes, besides abundant amounts of Vitamin A, carrots are also a fairly good source of niacin, riboflavin, calcium and iron.

MARY: I noticed that you cooked them in very little water, Rose.

ROSE: That was to save those vitamins, Mary. Niacin and other B Vitamins... just like Vitamin C...dissolve in water.

MARY: I see. Use as little water as possible to prevent the vegetables from sticking to the pan.

ROSE: Of course, for older root vegetables you have to use enough water to cover them.

MARY: What are some of the other things I should remember?

ROSE: There are a few general rules to remember when fixing all root vegetables...start them cooking in boiling salted water, keep that water as little as possible, and cook them only until tender.

MARY: For young carrots how long is the cooking time?

ROSE: About 15 to 20 minutes. The older ones will need about 20 to 25 minutes. If you dice them, you will save on the cooking time, but then more vitamins are dissolved out into the water.

MARY: Were you saving vitamins when you cleaned the carrots with a vegetable brush?

ROSE: That was the reason. Spare the knife and save the vitamins. If you must peel vegetables...make the peelings thin or scrape no more than skin deep.

BILL: At this point I'd like to know how much of these carrots do I need to eat.

ROSE: We're not going to make you eat them all, Bill. But from three-fourths to a cup of cooked carrots should furnish up to three-fourths of the daily adult need of Vitamin A.



ANNOUNCER: Thank you Bill, Mary and Rose for your share in today's program. The part of Bill was taken by \_\_\_\_\_. \_\_\_\_\_ took the part of Mary, and \_\_\_\_\_ took the part of Rose. List in again next week to another broadcast of FOOD MAKES A DIFFERENCE... a regular broadcast of Station \_\_\_\_\_ in cooperation with your \_\_\_\_\_ nutrition committee.

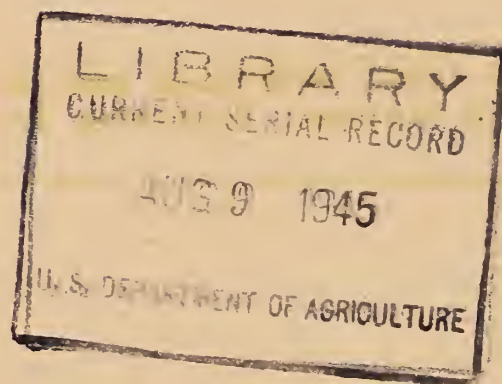
Note: (Bulletins which may be given away in connection with this broadcast: "Root Vegetables in Wartime Meals" and "National Wartime Nutrition Guide")

MUSIC: THEME TO END.

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# Food Makes a Difference

in cooperation with

VARIETY MEATS



ANNOUNCER: We bring you now...FOOD MAKES A DIFFERENCE.

MUSIC: THEME (10 seconds)

ANNOUNCER: Station \_\_\_\_\_...in cooperation with your (local, county) nutrition committee...presents...FOOD MAKES A DIFFERENCE...a weekly feature on food to help you feed your family wisely and well. Today, we're going to learn how to vary the family meat supply by using "variety" meats. And we have Mrs. \_\_\_\_\_, chairman of your \_\_\_\_\_ nutrition committee, who is going to introduce the guest on today's program. Mrs. (chairman) \_\_\_\_\_.

CHAIRMAN: Thank you, (announcer) . And good morning everybody. To help tell the story of variety meats we have with us, Mrs. \_\_\_\_\_, (give title or qualify as homemaker) and Mr. \_\_\_\_\_, (meat distributor) here in (town). Mrs. (homemaker) \_\_\_\_\_, I thought if the three of us got together and talked about variety meats, we might help other women who're interested in stretching family meat rations.

HOMEMAKER: That's fine with me. And I certainly have a lot to learn myself about these so-called "variety meats".

CHAIRMAN: Good. Now, Mr. (merchant) \_\_\_\_\_, we're looking to you for information on the supply of variety meats now generally available.

MERCHANT: I'll do my best. But I think we should clear up first why folks don't use more of the products the packing men call "variety meats".

HOMEMAKER: For one thing, Mr. (merchant) \_\_\_\_\_, I'm not sure I even know what they all are. Is liver in this group?

MERCHANT: Right. I'd say liver was the most popular of all the variety meats.

CHAIRMAN: Well, kidney and heart are pretty generally known too.

MERCHANT: Yes. Sweetbreads and brains occupy a less prominent place. And tripe and tongue, though not used frequently also deserve consideration.

HOMEMAKER: I've tried some of these meats at restaurants, but the only one I've cooked at home is liver. I guess I just don't know how to select or cook them.

CHAIRMAN: I think that might explain why variety meats are in less demand. People just are a little doubtful about them and don't realize what food treasures they are missing. But it may interest you to know that variety meats receive some special attention in our big packing plant.

HOMEMAKER: How do you mean?





- MERCHANT: They're the very first parts to be taken from the carcass at the plant and processed. Each variety meat is regarded as a special and placed at once on enameled trays where they are thoroughly cleaned and made ready for Government inspection. From the inspector, these meats move into refrigeration in waxed cardboard containers.
- HOMEMAKER: Aren't they more perishable than meat?
- MERCHANT: They could spoil more readily than some other kinds of meat, but modern refrigeration has changed all that. And all the consumer has to remember is to keep them cold until ready for use.
- HOMEMAKER: But just how would I determine the quality of variety meats. When I choose a roast or steaks I can go by color and bone structure and even the fat.
- MERCHANT: Color is a very good guide. When you're buying liver, kidney or heart a bright color is generally preferable. The color is somewhat darker in older animals.
- HOMEMAKER: I guess you'll also have to give me a color chart for these meats, Mr. (merchant).
- MERCHANT: Well, calf liver has a purplish, chocolate tinge and is smooth in texture. Beef liver is a darker chocolate color. Brains when fresh are pinkish grey. And sweetbreads are creamy white.
- HOMEMAKER: Quite a variation. Another thing...I've been wondering about the nutritional value of these products. After all they're a bit different from meat I usually buy.
- MERCHANT: We have a good authority on food value right here. How about the answer to that question, Mrs. (chairman)?
- CHAIRMAN: On a pound per pound basis, Mrs. (homemaker), the variety meats compare very favorable with other meats. They're good sources of protein and have other food values to their credit.
- HOMEMAKER: Such as....?
- CHAIRMAN: Well, liver, kidney and heart aside from protein are excellent sources of iron which the body needs to keep the blood in good condition.
- MERCHANT: A good point to remember after we give a donation of blood at the Red Cross center.
- CHAIRMAN: Yes, indeed. Protein and iron are certainly needed after such donations. And those three variety meats also give us niacin, riboflavin and thiamin...B Vitamins...which we need for healthy nerves.
- HOMEMAKER: Protein, iron and 3 vitamins of the Vitamin B Complex...that is a list of food values for these meats.
- CHAIRMAN: Liver is also a valuable storehouse of Vitamin A. We need this vitamin to build and maintain the cells of the body.
- HOMEMAKER: I see now why liver is considered such an important meat.





- MERCHANT: Another point to stress is that variety meats often add food value at less cost than other meats.
- HOMEMAKER: And we're all interested in getting our money's worth.
- MERCHANT: You certainly do with variety meats. Right now, too, they're all on the zero ration point list. (Note: Check this statement in case any point value changes are made before this script is used.)
- CHAIRMAN: Which means that there are more of them available...and not in as great demand as other meats.
- HOMEMAKER: I can see I've been overlooking a way to stretch my supply of meat ration points. But I always thought these variety meats were difficult to prepare.
- CHAIRMAN: They really aren't. Just get out your recipe book and you'll find dozens of recipes for the meats we have mentioned. Each one can be prepared in an appetizing way...even made as a "company" dinner.
- HOMEMAKER: I know liver is easily prepared. I usually broil or pan fry it in a bit of cooking fat.
- CHAIRMAN: Those are the two popular methods. Just remember that liver may be easily overdone...by cooking it too long or by using too much heat.
- HOMEMAKER: Another thing...isn't calves' liver the most tender?
- MERCHANT: Not necessarily. Pork, beef and lamb's liver can be just as tender and delicious if they're fixed right...and they're cheaper.
- HOMEMAKER: But I've found they have a more pronounced flavor.
- CHAIRMAN: That stronger flavor can be disguised if the liver is served with onions or tomatoes or celery...with some other well-liked flavor.
- MERCHANT: And liver doesn't always have to be broiled or fried. It's mighty good as hash or in a meat loaf.
- CHAIRMAN: It looks, Mrs. (homemaker), as though we have a cook in our midst. And for another suggestion...ground, cooked liver may be mixed with salad dressing or chili sauce or with chopped vegetables like carrots or cabbage. This way it makes a nutritious filling for sandwiches for the school child or industrial worker.
- HOMEMAKER: I'm certainly going to use these suggestions.
- MERCHANT: But don't forget that liver isn't the only variety meat. Have you ever tasted broiled lamb kidney?
- HOMEMAKER: That sounds like something out of an English cookbook.
- MERCHANT: And with international liking now I'd say. Veal, lamb and pork kidneys are considered delicacies by many people. Beef kidney has a stronger flavor and needs to be seasoned with onions, or a bit of garlic or tomato. And it's best cooked in water.
- CHAIRMAN: And if you want another treat for your family, try sliced, stuffed beef heart.





MERCHANT: And a favorite with the men folks is beef tongue...especially when you serve it with barbecue sauce.

CHAIRMAN: Or for a more elaborate breakfast...serve scrambled eggs and calves' brains.

HOMEMAKER: I do appreciate all these suggestions. Looks like I'll have to get out my recipe book. These variety meats have a lot of possibilities I've been over-looking.

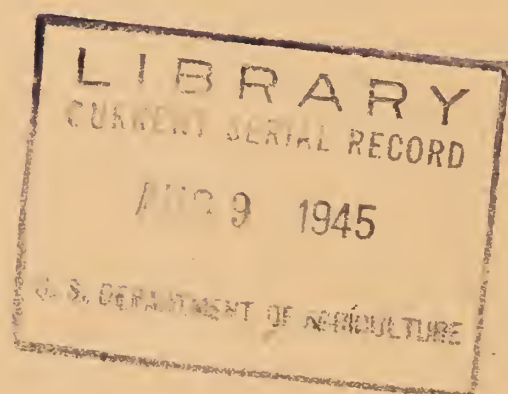
CHAIRMAN: They're easy to prepare. And even though some of them may take longer cooking time, you'll be serving your family a nutritious food...and protecting your food budget at the same time.

ANNOUNCER: Thank you Mrs. (chairman), and Mrs. (homemaker) and Mr. (merchant) for this discussion of variety meats. Listen in again next week to another broadcast of FOOD MAKES A DIFFERENCE. This is a regular feature of Station \_\_\_\_\_ in cooperation with your \_\_\_\_\_ nutrition committee.

MUSIC: THEME TO END.

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(An exclusive service to local nutrition committees in cooper-)  
(ation with the State and National Nutrition Program, War Food)  
(Administration.)





# Food Makes a Difference

HINTS ON FEEDING THE SCHOOL AGE CHILD

in cooperation with



ANNOUNCER: We bring you now...FOOD MAKES A DIFFERENCE

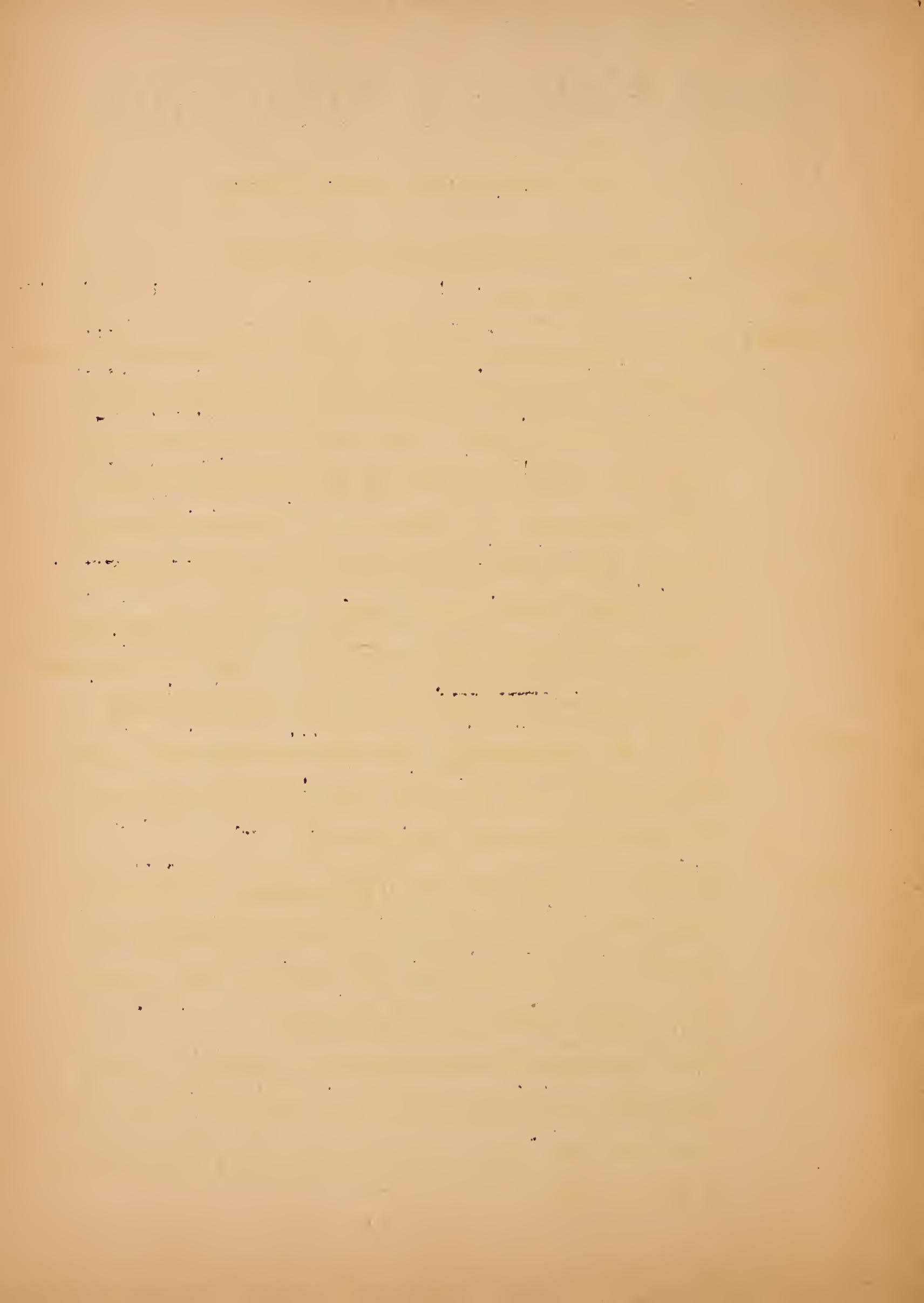
MUSIC: THEME (10 seconds) ...

ANNOUNCER: Station \_\_\_\_\_, in cooperation with your (local, county) nutrition committee, presents FOOD MAKES A DIFFERENCE...a weekly feature on food to help you feed your family wisely and well. Today, we're calling all parents to a round-table discussion. Our subject is food for the school-age child. Taking part here in the studio are Mrs. (Smith), Mrs. (Jones), and Mr. (Doe), members of the \_\_\_\_\_ Nutrition Committee. Mrs. Smith, do you think it's important to get youngsters started early on good eating habits?

SMITH: Yes, I do, (announcer). The child who forms good eating habits early is off to a good start...has something that will bear dividends all through life.

JONES: Sort of a two-fold dividend, (announcer). By eating the right foods the child lays the foundation for growth and development, and at the same time learns to like a variety so he doesn't become a "finicky" eater.

DOE: That's what one of the great nutrition teachers, Dr. Mary Swartz Rose meant when she said that one year of right eating in the life of a child is more important than ten years after he reaches forty.



ANNOUNCER: That's quite a statement. "One year of right eating in the life of a child is more important than ten years after he reaches forty."

DOE: But it's logical. Even if you were able to change eating habits after forty, you'd have a hard time doing much about changing body structure.

SMITH: So you see, \_\_\_\_\_, the results of good food habits are well worth the time, patience and understanding needed to establish them.

ANNOUNCER: Just what particular foods does the child need to grow and maintain health?

SMITH: First, he needs protein. Milk, eggs, meat, fish and poultry are all good protein foods. Protein is best known as a body building material.

JONES: In fact, (announcer), the hair, nails, skin and muscle tissue are almost entirely protein. No other substance can take its place for growth and repair.

DOE: Then the child must also get foods that provide fuel or calories for energy. Remember, (announcer), children are pretty active. This fuel value they need is obtained from butter, margarine, bacon and other fats. Also from sweets and starchy foods.

JONES: And then there is the need for vitamins and minerals...which are essential to life, growth, and well-being.

ANNOUNCER: We get vitamins and minerals from a lot of foods, don't we?

SMITH: Yes,..chiefly from milk, vegetables and fruits and from meats, too.





DOE: Then we need water. You know our bodies are about 60 to 70 percent water by weight. Water regulates a great many of our body's functions.

ANNOUNCER: So a good diet for a child is adequate in proteins, calories, vitamins, minerals and water.

DOE: That's the important line-up. And these nutrients in suitable amounts contribute to normal growth and to health..

ANNOUNCER: But you don't see food listed as nutrients, or proteins or vitamins on your grocers' shelves. So how can we help mothers choose the right kinds of food?

JONES: The Basic Seven Food Chart is just about the easiest guide. One of the beauties of this chart is that there are a number of foods listed in each group...all having similar food values. This permits the mother a selection according to her pocketbook and local market.

ANNOUNCER: But the right amount of these foods for a child...that might be a bit perplexing.

JONES: That's why nutritionists have worked out a daily food plan that is easy to follow.

ANNOUNCER: Can you give a few of the essential requirements?

JONES: Yes. Start with milk...one quart is needed daily for a school age child to furnish the calcium necessary for teeth and bones. Having a glass of milk at each meal and a cup in soup or dessert will generally take care of this amount.

SMITH: Then there should be fruit...two or more servings of fruit a day.

ANNOUNCER: What are your recommendations in the vegetable line, Mr. Doe?

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DOE: Potatoes and two other vegetables daily...one of these vegetables should be a yellow or green.

ANNOUNCER: Why the emphasis on "yellow or green?"

DOE: Those deep green and yellow vegetables provide Vitamin A which we need to maintain the health of cells in the eye, nose, throat and digestive system.

ANNOUNCER: I remember too that Vitamin A helps prevent night blindness. But what about the amount of protein food needed?

SMITH: Milk helps there. But the mother should also plan to give the child one egg a day and a serving of lean meat, fish, or a meat alternate.

ANNOUNCER: What are the meat alternates?

SMITH: Soybeans, dry beans and peas, or peanuts. These foods contain plant or vegetable protein.

ANNOUNCER: And what about bread and butter?

JONES: Bread, and butter or fortified margarine, should be served at two or three meals. The bread helps on energy, and on vitamins and minerals, too, if it's whole grain or enriched. Butter and fortified margarine give us energy and Vitamin A.

ANNOUNCER: Cereals would also be another energy food?

JONES: That's right. The whole grain or enriched cereals have the B Vitamins and some important minerals too.

ANNOUNCER: How often should cereal be served?

SMITH: At one or two meals daily, usually one time is breakfast. Of course desserts can also be made of cereals.

JONES: Children also need vitamin D...the sunshine vitamin.

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SMITH: Some doctors advise either a teaspoon of codliver oil or some other concentrated source of Vitamin D every day until the child is 14 years old.

ANNOUNCER: Let me sum up at this point; a quart of milk, two or more fruits, two vegetables besides potatoes...1 egg, a serving of meat or a meat alternate, bread and butter at two meals, cereal at two meals, daily, and for many children cod liver oil also.

SMITH: But be sure that half of the foods eaten daily are protective foods...milk, fruits, vegetables and eggs.

DOE: Then the child can eat additional foods as needed to satisfy his particular needs and his appetite...to provide extra energy.

ANNOUNCER: What about desserts and candy?

DOE: They're all right in moderation of course, and at the end of meals. They shouldn't take the place of foods listed in the plan you see. Of course, tea, coffee and other stimulating beverages have no place in the child's diet.

ANNOUNCER: Then by this pattern, good sturdy bodies are built.

SMITH: That's the theory of the Basic Seven Food Chart.

JONES: You see, announcer, we must remember that each day is a growing day for the young school child.

DOE: And whatever food program is important today is equally important for building the health of tomorrow.



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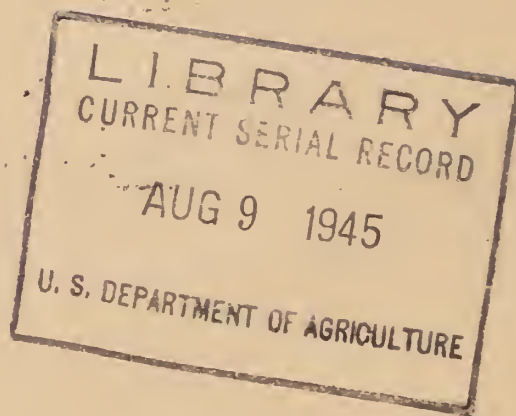
ANNOUNCER: Thank you all for these facts. Listen in again next week to another broadcast of FOOD MAKES A DIFFERENCE. This program is a public service of Station \_\_\_\_\_ in cooperation with your (local, county) Nutrition Committee. Heard on today's program were Mrs. Smith, Mrs. Jones, and Mr. Doe of the \_\_\_\_\_ Nutrition Committee.

MUSIC: THEME TO END

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(An exclusive service to local nutrition committees in)  
(cooperation with the State and National Nutrition )  
(Program, War Food Administration.)

RSS-25-1944





# Food Makes a Difference

THE GROCER AND CONSUMER  
COOPERATE ON PRICE CONTROL



ANNOUNCER: We bring you now....FOOD MAKES A DIFFERENCE. <sup>in cooperation with</sup>

MUSIC: THEME (10 seconds)

ANNOUNCER: Station \_\_\_\_\_...in cooperation with your (local, county) Nutrition Committee...presents FOOD MAKES A DIFFERENCE... a weekly feature on food to help you feed your family wisely and well. Today, we bring you a discussion that affects the present and future status of your standard of living... price control. Mrs. (name) \_\_\_\_\_, (title) \_\_\_\_\_, and Mr. (local grocer) \_\_\_\_\_ each have a story to tell. First of all, Mrs. \_\_\_\_\_, why are we limiting our discussion of price control to food?

CONSUMER: We need to watch advances in prices on all goods, (announcer). But I wonder if you realize that many families now spend two fifths of their total income for food. Some have to spend more than that to get an adequate diet. So if food costs rise, it means hardship to millions of families.

ANNOUNCER: Well, I'd certainly hate to see us lose any gains we've made on the nutrition front.

GROCER: Yes...in spite of war and the sharing of our food with our Allies...we're now eating more food than we did in the years 1935-39.

CONSUMER: Especially, we're eating more of the foods that protect health.

ANNOUNCER: Just which ones do you mean?

CONSUMER: More milk and cream, eggs, vegetables, citrus fruits, tomatoes...



GROCER: And, believe it or not...more meat. In the five years before the war the average American was eating about 126 pounds of meat each year. The average person will get about 145 pounds this year.

CONSUMER: What's more, (announcer, \_\_\_\_\_), protective foods are usually the most expensive items in our food budget; so you see it's important that they stay within the limits of the average pocket book.

ANNOUNCER: Well, do you think it's necessary to keep prices in line even after victory?

GROCER: It certainly is...unless you want history to repeat itself.

ANNOUNCER: How do you mean?

GROCER: Well, after the Armistice in November 1918, all attempts at price control in this country were dropped. At first, prices went down a little.

ANNOUNCER: I know...while industries reconverted to a peacetime basis and while returning soldiers looked for jobs.

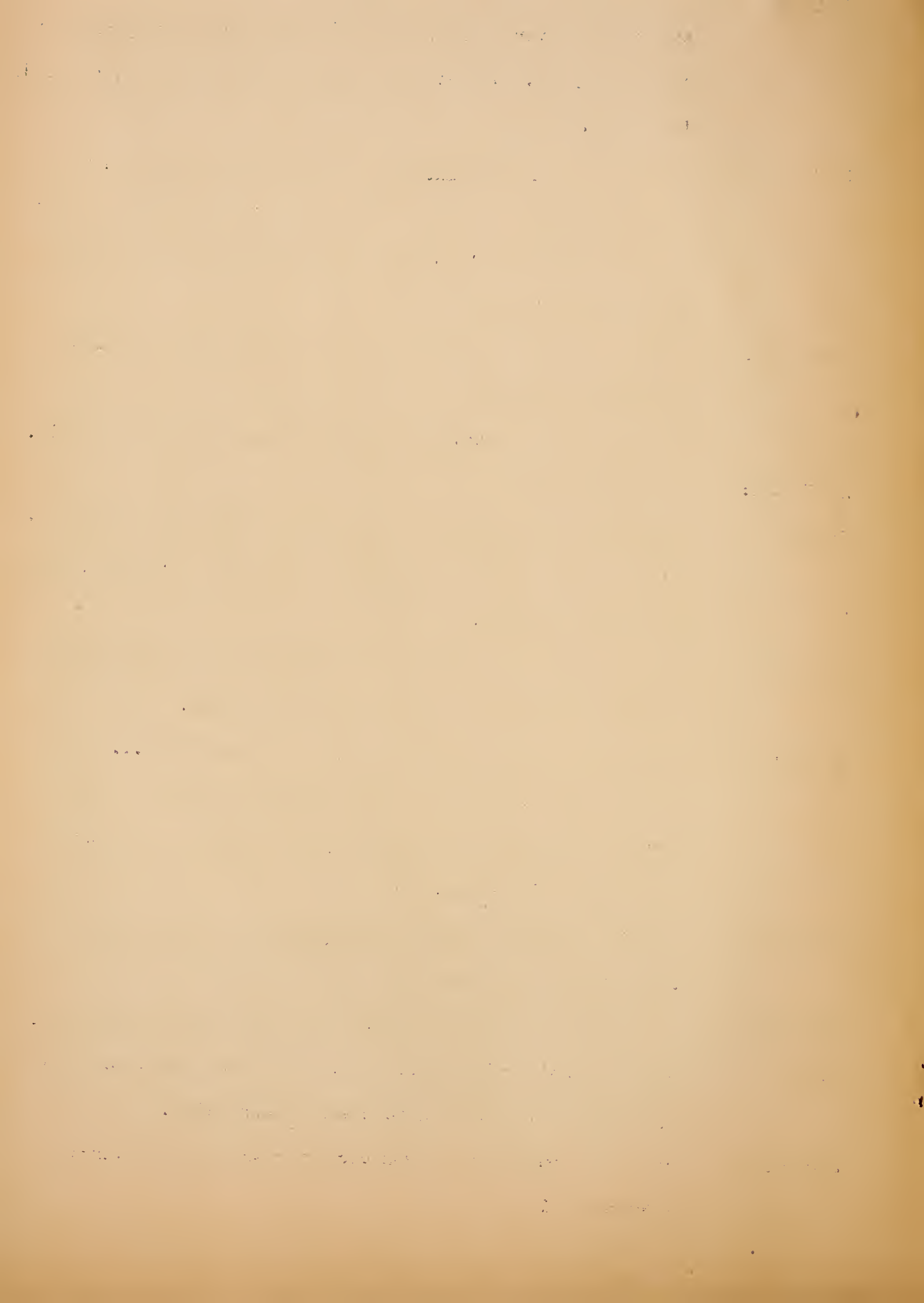
GROCER: Then prices began shooting upward. By June 1920...a matter of 18 months after the Armistice...food rose 26 percent, clothing 45 percent, rent 23 percent and house furnishing 43 percent.

CONSUMER: And the important factor, (announcer), is that these rises took place after peace was declared.

ANNOUNCER: I see that you two are leading up to the day of reckoning.

GROCER: Yes. In 1920 prices collapsed. In a few months they fell by a half and we were headed for a depression.

ANNOUNCER: Then as a business man you very well know what advancing prices mean?





GROCER: I rember in 1920 I first thought those higher prices meant prosperity. But they were only part of a mad circle which in the end meant our downfall.

ANNOUNCER: You mean...there was really no gain...since other merchandise went up too and then salaries.

GROCER: And when the crash came, we had shelves filled with high-priced merchandise. Often we couldn't get 30 cents on the dollar for our stock. Surveys show that in 1921 and 1922 about 40,000 business stores failed.

CONSUMER: And in our society,           (announcer), when one section is hurt...all of us are ....that means all industry and farmers. In the two years, Mr.          (grocer), just mentioned...1921 and 1922 there were about 5 and a half million people out of jobs.

ANNOUNCER: Well, I do know that for many farmers that depression lasted almost 20 years. But how can we all help now to prevent a rise in prices?

GROCER: I know what I'm going to do. I'm going to be proud of the fact that my ceiling price posters are displayed where customers can easily see them.

ANNOUNCER: By that remark..I suppose you want me to check my purchases for correct price...so that I won't be overcharged.

GROCER: If every consumer made sure he paid only ceiling prices he'd be taking the first step to hold prices in line.

ANNOUNCER: And what should I do if I notice a violation of the ceiling price?

GROCER: Just mention the overcharge to your grocer. We're human, you know, and perhaps that wrong figure was just a mistake when the price was marked on the article.

ANNOUNCER: I see..well, I don't think it should be so hard to have a little confidence in the man I trade with daily.



GROCER: That's it...just question the grocer frankly on any price which appears out of line.

CONSUMER: And I think the grocer who has his price ceilings posted in prominent places, and who is living within ceiling regulations should get some praise.

ANNOUNCER: I'm glad you said that, Mrs. \_\_\_\_\_. Most grocers have lived up to regulations and should get appreciation for their wartime services.

GROCER: A little praise does help.

ANNOUNCER: But what should I do if I see a mistake in the price that is not corrected?

GROCER: The report the uncorrected price or repeated overcharges to the local price and rationing board. The great majority of grocers here in (town) want you to do that.

ANNOUNCER: I can see that if we're going to hold the line on price control it's going to take community action.

CONSUMER: Yes, it's going to take community action and the time for it is now...and after the war. We can't afford to lose our chance for a prosperous post-war period.

ANNOUNCER: But food prices have been held down much better during this war than last.

CONSUMER: Yes. But that's no mere accident. Food prices have been much better controlled than in the last war.

ANNOUNCER: Just what is the comparison?

CONSUMER: Well, food prices rose almost 82 percent during the first 59 months of World War I. They rose only 47 percent during the same number of months of this war. In fact since price controls were established in March 1942 food prices have risen only 15 percent.





ANNOUNCER: Then is there any immediate danger of a price rise?

CONSUMER: While we're still holding the line...some of the rise in prices has been since March this year...about two and a half percent.

GROCER: You see we have a pretty good record so far, but we must face the fact that the big fight against rising prices may be just ahead.

ANNOUNCER: Because of what happened after the last war?

GROCER: Yes...almost 40 percent of the last war's inflation took place after the Armistice.

ANNOUNCER: I believe that the lessons of the last war will make it clear to homemakers, businessmen and farmers that inflation is to be avoided.

CONSUMER: Well, once we let prices start upward...then it's goodbye to our savings and the post-war world we've been dreaming of.

ANNOUNCER: I'm certainly willing to do my part.

GROCER: That's why as a grocer, I'm glad to be in the front line of this engagement.

CONSUMER: And we consumers are right beside you there, Mr. \_\_\_\_\_. We mean to win this home front battle just as surely as our sons are doing their part in war combat.

ANNOUNCER: Thank you, Mrs. \_\_\_\_\_, and Mr. \_\_\_\_\_ for this stimulating message. I'll be watching those price posters in the stores I shop in...and I'll be checking my purchases against them.

Listen in again next week to another broadcast of FOOD MAKES A DIFFERENCE. Station \_\_\_\_\_ presents this program in cooperation with your (local, county) Nutrition Committee.

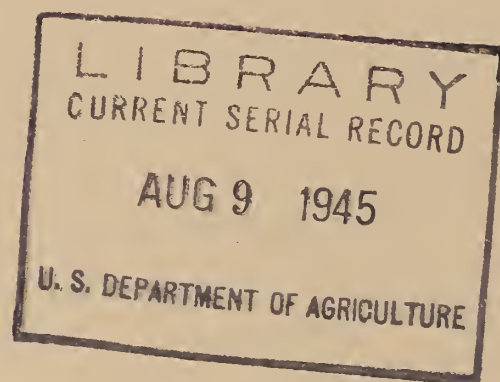


MUSIC:        THEME TO END.

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(An exclusive service to local nutrition committees in  
(cooperation with the State and National Nutrition Program,  
(War Food Administration.)

RSS-26-1944





27  
YOUR NUTRITION COMMITTEE presents

# Food Makes a Difference

in cooperation with

...T-U-R-N-I-P-S...



ANNOUNCER: We bring you now...FOOD MAKES A DIFFERENCE.

MUSIC: THEME (10 seconds)

ANNOUNCER: Station \_\_\_\_\_...in cooperation with your (local, county) Nutrition Committee...presents...FOOD MAKES A DIFFERENCE, a weekly feature on food to help you feed your family wisely and well. Today we have with us Mrs. \_\_\_\_\_, Chairman of the \_\_\_\_\_ Nutrition Committee. What are we going to discuss today, Mrs. \_\_\_\_\_?

GUEST: Well, (Announcer), turnips are the subject for today's docket.

ANNOUNCER: Are turnips all we're going to talk about? What else can we say besides some folks like 'em...so they boil 'em and eat 'em?

GUEST: Don't tell me that's all you have to contribute to a learned discussion on turnips?

ANNOUNCER: (DOUBTFULLY) Could you use a poem?

GUEST: (HESITATINGLY) Well.....

ANNOUNCER: Poem.....Mr. Finney had a turnip,  
And it grew behind the barn.  
And it grew and grew and grew,  
And the turnip did no harm.

GUEST: If you tell me that's original...our friendship is terminated forever.



ANNOUNCER: Oh no...I was digging around in the library one day trying to find a good question for one of the popular quiz programs, and lo! There was this poem.

GUEST: Low is right. But (announcer), did you know that turnips grow wild in many parts of the world? What's more, they have been one of our cultivated vegetables since the days of the early Greeks.

ANNOUNCER: Say, that's news to me.

GUEST: And here's another interesting fact about turnips...they are classed as a luxury in Russia and Lapland...and are sometimes eaten raw as a relish.

ANNOUNCER: Relish tray. Well they have nothing on us. Raw turnips are always present at our house in our tray of raw vegetable sticks...right besides the carrots, cucumbers, and those beautiful radish roses. What else do you know about turnips that would interest me?

GUEST: Well, you probably know that turnips grow in various shapes and sizes, and that they may be either white or yellow in color, depending on the variety.

ANNOUNCER: The rutabaga is often called a Swedish turnip, isn't it?

GUEST: Yes...it has a stronger flavor than most other varieties. It also may be either white or yellow.

ANNOUNCER: And now, let's bring the turnip up to date. How does this vegetable fit into the nutrition picture today?





GUEST: Well, the Basic Seven Food Chart lists them in Group Three along with many other vegetables that play a part in good nutrition.

ANNOUNCER: Those Group Three vegetables include a wide range of vitamins and minerals, don't they?

GUEST: Yes, they don't have any one vitamin or mineral in outstanding amount. But as a group, they contribute their share to the total daily requirements.

ANNOUNCER: Sort of a football team with no star player.

GUEST: That's right...just a good team.

ANNOUNCER: Well, now I'm getting interested. Maybe the reason I haven't given turnips their due credit in the past is because they didn't seem to have much taste appeal.

GUEST: That's probably the reason. Lots of people have formed a dislike for turnips because they were improperly cooked. Or because they didn't get acquainted with those good raw turnips on a relish tray.

ANNOUNCER: Is that right? Well, how about some pointers on cooking them then.

GUEST: Fine. But remember, anything we say about cooking turnips applies in general to all root vegetables.

ANNOUNCER: You mean, I suppose, turnips rutabagas, and parsnips?

GUEST: And beets, carrots, and onions.

ANNOUNCER: How about peeling?

GUEST: You certainly do have a logical mind. Root vegetables should be boiled whole in their skins unless too strong



GUEST: in flavor or too tough. If peel you must, make the  
(continued) peelings thin, or scrape no more than skin deep.

ANNOUNCER: I heard that covering your kettle helps to conserve  
vitamins, true or false?

GUEST: True. A cover also speeds cooking time which means  
you save fuel. Slicing or dicing the vegetables cuts cooking  
time even more.

ANNOUNCER: I'd think that would let more of the vitamins and  
minerals dissolve out?

GUEST: You're right, but if you use the cooking liquid, you get  
those dissolved nutrients. And to bring out their best,  
cook root vegetables only until tender. Don't overcook.

ANNOUNCER: I see. Cook the shortest possible time and in the  
least possible water.

GUEST: Yes, an extra word about that vegetable liquid. If there  
is too much to serve with the vegetables, it should be  
used in soup, sauce, gravy, or vegetable cocktail.

ANNOUNCER: I gather that it shouldn't be thrown away.

GUEST: If it is, those precious vitamins and minerals will  
go right along with it.

ANNOUNCER: Mrs. \_\_\_\_\_, we were about to discuss serving the  
vegetables.

GUEST: Oh yes. The easiest way to season a plain-cooked hot  
vegetable is to add salt and pepper to taste and a  
little meat drippings or melted fat, just before they are  
ready to be served.





ANNOUNCER: I like a little milk added to carrots.

GUEST: That's a good idea for turnips and onions too. And to give more "lift" to any of these root vegetables, drop in a little chopped onion, green onion tops, green pepper, parsley, or chives.

ANNOUNCER: Sounds good.

GUEST: It is. And here's another suggestion. A little vinegar, or a squeeze or two of lemon juice, adds a pleasantly tart touch to seasoning for turnips.

ANNOUNCER: Any other ideas for variety?

GUEST: How about being a little "saucy" now and then? The old standby white sauce blends well with plain-cooked root vegetables.

ANNOUNCER: Say I have a delicious idea to contribute to this discussion.

GUEST: Fine...go right ahead.

ANNOUNCER: Well, place root vegetables around a pot roast when the meat is nearly done. Any combination will do. Suit yourself...onions, potatoes, turnips, carrots, whole or in halves. Cook under a lid until the vegetables are almost tender, then baste with the meat broth, and let them brown lightly.

GUEST: Mmmmm. I can just see it now. The roast in the center of a hot platter, surrounded by those vegetables.

ANNOUNCER: You get the idea exactly. But, what else have you to tell us about turnips, Mrs. \_\_\_\_\_?



GUEST: Well, (Announcer) \_\_\_\_\_, no discussion of this vegetable would be complete without talking about all the vitamins and minerals turnip greens contain.

ANNOUNCER: Are they still plentiful at this time of year?

GUEST: Not in all parts of the country. But any homemaker that lives in a region where the season is still on for turnip greens, will have an extra source of Vitamin A to dish up to her family.

ANNOUNCER: Vitamin A...what's its special job in the body?

GUEST: Oh this is a vitamin that is exceptionally busy. Vitamin A builds up general resistance, improves digestion, keeps the skin in better condition and prevents night blindness.

ANNOUNCER: Sounds like a full time job. And aren't turnip greens a rich source of iron, too?

GUEST: Yes, all leafy green vegetables are rich in iron and Vitamin A.

ANNOUNCER: Then if turnip greens are out of season get some spinach. Right?

GUEST: Yes, remember any green leafy vegetable that is now plentiful in local markets will have the same good food values that the turnip greens have.

ANNOUNCER: Now, Mrs. \_\_\_\_\_, how about a tip on storing turnips?

GUEST: Oh yes. The homemaker will want to store her vegetables so that they will keep crisp and plump. Root vegetables like a cool moist place best. One exception, though,





GUEST: is winter onions. They like it cool and dry.  
(continued)

ANNOUNCER: Thank you \_\_\_\_\_. Listen in again next week to  
another broadcast of FOOD MAKES A DIFFERENCE...presented  
by Station \_\_\_\_\_ in cooperation with your (local,  
county) Nutrition Committee. Our guest today was \_\_\_\_\_  
\_\_\_\_\_, of the \_\_\_\_\_ Nutrition Committee.

MUSIC: THEME TO END.

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( An exclusive service to local nutrition committees in coopera- )  
( tion with the State and National Nutrition Program, War Food )  
( Administration. )

RSS:--27--1944



# Food Makes a Difference

in cooperation with

CABBAGE



ANNOUNCER: We bring you now...FOOD MAKES A DIFFERENCE.

MUSIC: THEME (10 seconds)

ANNOUNCER: Station \_\_\_\_\_ in cooperation with your (local, county) nutrition committee presents...FOOD MAKES A DIFFERENCE...a weekly feature on food to help you feed your family wisely and well. What's in our market basket for today, Mrs. \_\_\_\_\_? Because you're a member of the nutrition committee we look to you for the latest news on food.

MEMBER: Well, (announcer), I have both old and new information on cabbage.

ANNOUNCER: Somehow "cabbage" doesn't sound very exciting.

MEMBER: That's hardly the attitude to take for one of the "first families" in the vegetable kingdom. I mean the vegetable kingdom of food.

ANNOUNCER: I guess I never thought much about the ancestry of cabbages.

MEMBER: Why cabbages were known as a food even before the ancient civilizations of Greece and Rome.

ANNOUNCER: Never heard tell of it.

MEMBER: In fact the Roman Emperor, Diocletian, who lived about 300 A.D. thought very highly of them. When he retired from public life he raised cabbages as a hobby. While he was busy at gardening, his empire entered into a period of trouble and one of his former colleagues wrote and urged him to resume the throne.

ANNOUNCER: And how did cabbages enter this regal picture?





MEMBER: I'm coming to that...Diocletian made this reply..."You would never make such a proposal...that I resume the throne...if you could see the fine cabbages which I have raised here with my own hand in my garden."

ANNOUNCER: All of which is pretty surprising.

MEMBER: Just what do you mean by that remark?

ANNOUNCER: The fact that cabbages had an "empire period"!!

MEMBER: They travelled with the early explorers too.

ANNOUNCER: Seems like they certainly got around.

MEMBER: Yes, it's thought that the first cabbage seeds were brought to our shores by the French explorer, Cartier.

ANNOUNCER: And have been growing here ever since.

MEMBER: There's a rumor to the effect that the Hollanders were willing to pay \$24 for Manhattan Island because they found cabbage patches growing there.

ANNOUNCER: Now don't tell me some Indian auctioneer had to say in sign language...Manhattan Island...going...going...gone for \$24...with the cabbage patches included?

MEMBER: It's an interesting thought.

ANNOUNCER: Seriously...all this does show some instinct on the part of our forefathers for this vegetable.

MEMBER: A mighty strong instinct for nutritious food. After all, the cabbage really is a "first family" in the vegetable kingdom for food value.

ANNOUNCER: I'm one up on you there...from other discussions we've had on these FOOD MAKES A DIFFERENCE programs, I know cabbage is listed on the Basic Seven Food Chart.

MEMBER: Do you remember why?

ANNOUNCER: Chiefly because of its Vitamin C content.

MEMBER: That's right. Cabbage is in Group Two on the Basic Seven Chart along with citrus fruits and tomatoes.



ANNOUNCER: Then if I don't get citrus fruit or tomato juice at breakfast, I could eat cabbage at lunch or dinner to help get some of my Vitamin C.

MEMBER: You don't need to eat cabbage every day...nor get all your daily requirements for Vitamin C from it. But when you get as much as a cup of raw cabbage...in slaw or as a shredded salad... you get nearly a third of the day's allowance of Vitamin C.

ANNOUNCER: I see...then get the rest of the requirements from other vegetables.

MEMBER: Or fruits. But remember oranges, lemons, grapefruit, tomatoes and cabbage are the outstanding sources of Vitamin C.

ANNOUNCER: I think I could do with a little review of what Vitamin C does.

MEMBER: Well, Vitamin C is needed to hold the cells of the body together and it also helps them to function normally.

ANNOUNCER: And if we don't get enough?

MEMBER: When too little Vitamin C is obtained, the blood vessels become weak and will rupture under slight pressure...so we have frequent nose bleeds or soft gums.

ANNOUNCER: And Vitamin C can help prevent this.

MEMBER: That Vitamin C acts as a cement or mortar to hold the cells together.

ANNOUNCER: I can see then why every member of the family needs Vitamin C.

MEMBER: And daily, too, because our body does not have the ability to store any amount.

ANNOUNCER: Well, Vitamin C content is a strong selling point for cabbage, but does this vegetable have any other vitamins to its credit?

MEMBER: The outer green leaves of cabbage contain Vitamin A...the bleached inner leaves...very little.

ANNOUNCER: Any minerals in Cabbage?

MEMBER: Here again only the green outer leaves count. They provide some calcium. All green leafy vegetables provide calcium which we need for strong bones and teeth. In fact...the green vegetables are the number two source of calcium.





ANNOUNCER: Milk and dairy products being the first source.

MEMBER: Correct again.

ANNOUNCER: You know as we've been talking...I've decided one thing I have against cabbage is it's strong cooking odor.

MEMBER: Even the cabbage's best friends can't deny that this vegetable has a strong cooking odor. So the trick is to keep the cooking time short.

ANNOUNCER: And not insist on the hours that grandmother did?

MEMBER: The modern way is better. If cabbage is shredded or cut in small pieces, the cooking time need not be over 5 to 10 minutes.

ANNOUNCER: Just long enough to make the vegetable tender, I'd say.

MEMBER: Yes, the cook also keeps the fresh green color and, of course, the flavor is better.

ANNOUNCER: Two recommendations for the quicker method.

MEMBER: Of course, Vitamin C is very perishable...is lost in water or even by action of the air...so the vegetables should not be fixed until you are ready to serve or to cook them.

ANNOUNCER: Do you mean that cabbage should be shredded or chopped for slaw just before serving.

MEMBER: Yes...to avoid Vitamin C loss.

ANNOUNCER: How about giving the 5-minute recipe for cooking cabbage.

MEMBER: Just heat about 2 cups of milk, then add a quart and a half of shredded cabbage. Cook about 2 minutes. Then add another cup of milk. Thicken with 3 tablespoons of flour and enrichen with a like amount of fat. Add salt and pepper to your taste and cook the cabbage quickly for 3 or 4 minutes...stirring all the time. Then the dish is ready for serving.

ANNOUNCER: Let's see if I have that...heat milk, add shredded cabbage, cook 2 minutes...add more milk...a bit of flour and fat and cook 3 to 4 minutes more.

MEMBER: For variation...add grated cheese or cooked apples.



ANNOUNCER: Can I use water instead of milk in preparing cabbage the quick way?

MEMBER: Water is all right. Just have the water boiling to start with... keep the amount as little as possible...then bring the water back to boiling quickly after adding the vegetable. Cook only until tender. Then season.

ANNOUNCER: I'm willing to give the method a try.

MEMBER: For another bit of advice on saving Vitamin C...use a plastic knife when you are shredding the cabbage.

ANNOUNCER: What's the basis of that remark?

MEMBER: Tests at the National Naval Medical center show there was little loss of Vitamin C when fresh cabbage was cut with a plastic knife. In contrast cabbage cut with a steel knife lost over a third of its Vitamin C.

ANNOUNCER: Another tip to keep in mind. Thank you Mrs. \_\_\_\_\_ for your discussion today. Listen in again next week to another broadcast of FOOD MAKES A DIFFERENCE.

oOo

(An exclusive service to local nutrition committees in cooperation with the State and National Nutrition Program, War Food Administration.)

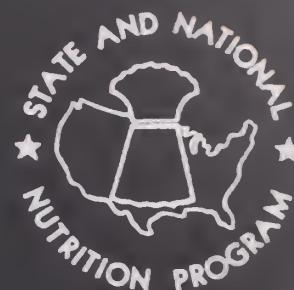
RSS-28-1944





# Food Makes a Difference

In cooperation with



## THE FACTS ABOUT BREAD ENRICHMENT

ANNOUNCER: We bring you now...FOOD MAKES A DIFFERENCE.

MUSIC: THEME (10 seconds)

ANNOUNCER: Station \_\_\_\_\_ in cooperation with your (local, county) nutrition committee presents...FOOD MAKES A DIFFERENCE...a weekly feature on food to help you feed your family wisely and well. Mrs. \_\_\_\_\_ of that committee is here today, and I'm going to have her tell about enriched flour and bread. But first, Mrs. \_\_\_\_\_, how old is the process of making bread?

MEMBER: It's over five thousand years old we know, (announcer). The first bread was probably made in Egypt because wheat and rye were developed along the Nile.

ANNOUNCER: What...no corn bread?

MEMBER: No...corn bread is a discovery of the American Indian. Corn was unknown in Europe before the famous voyage of Columbus.

ANNOUNCER: Well, I'm curious to know how my primitive ancestor baked his bread.

MEMBER: He mixed his dough with water and made it into a sort of pancake. Then he heated a flat stone in the fire and baked the cake of dough on that. In Egypt, he spread his dough over a stone and let the sun do the baking.

ANNOUNCER: Certainly not the familiar loaf we're used to.

MEMBER: That early bread was flat. Our form of raised or leavened bread came about a thousand years later.

ANNOUNCER: Also, I'd imagine this early bread was made from dark flour.

MEMBER: Yes...dark, whole grain flour. The process of milling was not advanced. The grains of wheat were broken between two stones to make the flour. White flour was invented in Egypt, and we know that between three and four thousand years ago, white bread was widely used...though chiefly by the rich.

ANNOUNCER: This was the case in Rome too, wasn't it? Only the rich were able to get white flour for bread?





- MEMBER: Yes...and, of course, the poor people wanted it.
- ANNOUNCER: But white flour hasn't been in continuous use all the time, has it?
- MEMBER: No. After the destruction of Rome, the art of making white flour seems to have been lost. In the later Middle Ages, white flour began to appear again. There were even separate guilds of white and brown bakers. And the two groups didn't want to associate with each other.
- ANNOUNCER: I take it that the white bakers felt superior to the brown.
- MEMBER: That's right. Again the poor people wanted white bread. And with the growth of manufacturing and the coming of greater prosperity to Europe ...why white bread became more and more into popular use.
- ANNOUNCER: Looks like even our ancestors made an effort to keep up with the Joneses.
- MEMBER: But it did create a problem.
- ANNOUNCER: It usually does.
- MEMBER: Well, in this case as more and more milling machinery was developed through the years...and the flour became whiter...more food value was lost. Bread, rolls and other baked goods made from white flour gradually came to have less and less of the minerals and vitamins that we value so highly in whole wheat products.
- ANNOUNCER: But this is changed now, isn't it...under our wartime bread enrichment order?
- MEMBER: Yes, since October 1943, millers and bakers have returned to bread... several of the essential nutrients removed in the milling process.
- ANNOUNCER: Such as....
- MEMBER: The B Vitamins and iron. Enriched flour and bread now have specified amounts of iron, and of thiamin...or Vitamin B<sub>1</sub>...and also niacin and riboflavin, two other members of the Vitamin B family. Flour and bread may also contain calcium and Vitamin D but these food values are not required by the order.
- ANNOUNCER: Looks like white bread is now contributing its full share to the diet. But just what do the B vitamins do for a person, Mrs. \_\_\_\_\_?
- MEMBER: Well, thiamin has been nicknamed the morale vitamin. It helps steady nerves. Helps you to keep cheerful. People who get too little thiamin in food often have poor appetites and a tired feeling.
- ANNOUNCER: And how about niacin?





MEMBER: Niacin is the watchman that does most to ward off pellagra...that's one of the deficiency diseases, you know. Its symptoms are poor digestion...skin trouble and a weak and tired feeling.

ANNOUNCER: And I know that iron is necessary for good red blood. And just what does riboflavin do, Mrs. \_\_\_\_\_?

MEMBER: Riboflavin is important for growth, healthy skin and general well being. It's necessary for the normal functioning of every cell in the body.

ANNOUNCER: What did the milling and baking industries think of these new standards? Did they favor them?

MEMBER: The flour millers and the bakers are guided by their own food and nutrition experts. These men and women appreciate the importance of making better nutrition available to everyone at low cost...and in an unrationed food.

ANNOUNCER: And have they done any research on this themselves?

MEMBER: Yes, (announcer), the millers and bakers, you know, have well equipped laboratories and kitchens. Some of the country's leading food chemists are in charge of these. They have conducted a tremendous amount of research and development.

ANNOUNCER: Looks as though this cooperation of the Government and the milling and baking industries is a most significant advance in public health.

MEMBER: And this enrichment program came at a critical time. We were at war and needed a strong people.

ANNOUNCER: But just why were flour and bread selected for enrichment?

MEMBER: Well, in the first place, bread is consumed in substantial amounts by practically everyone. It is relatively inexpensive, so is a valuable food item for the low income groups whose diets are most in need of improvement.

ANNOUNCER: I see.

MEMBER: Then too...thiamin, riboflavin, niacin and iron are natural to wheat, wheat flour and bread. So enrichment can be accomplished easily and efficiently by miller or baker.

ANNOUNCER: And certainly the addition of these Vitamins hasn't altered the appearance or taste of the white flour and bread we have so long preferred.

MEMBER: Not a bit.

ANNOUNCER: And does the use of enriched flour at home make any difference in recipes?





MEMBER: No. But if the homemaker wants to be sure she's getting enriched flour, she'll have to read the label on the flour bag.

ANNOUNCER: You mean all flour isn't enriched?

MEMBER: No...the enrichment order at present affects only bakers who make white bread and rolls. Family flour enrichment is on a strictly voluntary basis.

ANNOUNCER: With about how much of our family flour enriched?

MEMBER: Only about 75 percent.

ANNOUNCER: Well, since we're getting so many good food values in the baker's white bread and rolls, it looks like we should ask for enriched flour for home baking. So we'd have the advantage of these important vitamins and minerals in the baking at home.

MEMBER: Another thing...the enrichment order was made compulsory by the War Food Administration under emergency wartime powers. It will lapse at the conclusion of the war. Six states have already adopted legislation providing for the continued enrichment of white flour after the war. And many other states are now considering compulsory enrichment legislation in order that the benefits of enrichment may be extended and made permanent.

ANNOUNCER: Thank you, Mrs. \_\_\_\_\_, for this discussion of the bread and flour enrichment program. Listen in again next week to another broadcast of FOOD MAKES A DIFFERENCE...a public service of Station \_\_\_\_\_ in cooperation with your (local, country) nutrition committee. Guest today was Mrs. \_\_\_\_\_ (title) \_\_\_\_\_.

MUSIC: THEME TO END.

-oOo-

(An exclusive service to local nutrition committees in )  
(cooperation with the State and National Nutrition Program)  
(War Food Administration.)





# Food Makes a Difference

in cooperation with

~~FISH~~ FANTASY



ANNOUNCER: We bring you now...FOOD MAKES A DIFFERENCE.

MUSIC: THEME (10 seconds)

ANNOUNCER: Station \_\_\_\_\_...in cooperation with your (local, county) nutrition committee...presents...FOOD MAKES A DIFFERENCE, a weekly feature on food to help you feed your family wisely and well. Today our program is turned over to no less a personage than Father Neptune, King of the Sea. How do you do, Father Neptune?

NEPTUNE: (MAKE IT REGAL) How do you do, Mr. Announcer. And thank you for giving me the opportunity to appear on your program today. I've been having a bit of trouble in my ocean kingdom lately... and I thought your listeners ought to hear about it...since it really concerns them.

ANNOUNCER: Indeed. And just what kind of trouble is it, Father Neptune?

NEPTUNE: Let me begin at the beginning...I was polishing up my trident the other day when...(FADE)

SOUND: MUSIC...BRIDGE...(SOMETHING NAUTICAL)

MACKEREL: Hello, Father Neptune.

NEPTUNE: (SURPRISED) Why...Macky Mackerel.

SALMON: Hello, Father Neptune.

NEPTUNE: And Sally Salmon! What are you two doing here this time of day? You both should be in school.

MACKEREL: We're here on a very important mission...

SALMON: Yes, very important.

MACKEREL: Stop interrupting me. I don't see why they made her come along too.

SALMON: Because I represent one of the most widely known fish...just like you, Macky Mackerel.



NEPTUNE: Now, now, no bickering. Tell me who asked you to come to see me and why.

MACKEREL: We were sent by all the other fish to tell you that we need a public relations job done for us. You know, it pays to advertise.

SALMON: Yes, people are always saying things about us...why, it's practically a smear campaign.

NEPTUNE: Well, I must admit that fish don't appear on menus as frequently as they should but...

MACKEREL: But that's just it. People discriminate against most of us. Why right in America today there are about one hundred sixty kinds of available fish in fresh form. But do people buy all of these fish? No!

SALMON: That's right, Father Neptune. They buy only the kind that they are used to, and snub the rest.

MACKEREL: And then people have such silly superstitions about us.

NEPTUNE: Yes, I know that's true. There are still some fallacies about fish.

SALMON: When people do say a kind word about us, it's usually that we are "brain" food...and of course, there is no such thing as brain food.

NEPTUNE: You're right, Sally. And I must admit that many people still believe that fish and any kind of milk products should not be eaten together. They think severe digestive upsets might result from such a combination.

MACKEREL: Just like I said, silly superstitions...a hangover from the days before refrigeration, when fish was not always fresh.

NEPTUNE: Now, Macky Mackerel...no slang please.

SALMON: But what he says is true, Father Neptune. It has been proved that there's nothing in the combination of milk and fish to bring on any digestive disturbances if they're both fresh.

MACKEREL: Sure. Did you ever hear of anyone keeling over because he drank milk with a fish or sea food meal? And how about fish chowder? That's made with milk.

SALMON: And lots of people have ice cream or milk sherbet for dessert at the end of a fish meal...and live to tell it.

NEPTUNE: You're both correct, of course. Both milk and fish have prominent places on the Basic Seven Food Chart...neither should be slighted because of an old-fashioned taboo.





MACKEREL: Well, Father Neptune, why don't you go on up on land and tell all the people that?

NEPTUNE: Hmm...maybe I will Macky, maybe I will.

SALMON: Oh good. I hope you can get them to see how silly some of their beliefs about us are.

MACKEREL: And instead, try to make them remember how important we are in their diet.

NEPTUNE: Oh yes...I'll be sure to tell them that you fish are an excellent source of protein. And that the human body needs protein for the growth and repair of tissues.

MACKEREL: Oh boy...you're really swimming right up to your subject now.

SALMON: He means you've really selected the best things in our favor to talk about...our nutritive value.

MACKEREL: That's right. But don't forget to tell them that both children and adults need a daily supply of protein.

NEPTUNE: Now, don't you fish underestimate me. I know what to tell the people. I bet you thought I'd forget to mention the minerals fish supply?

SALMON: Of course we didn't, Father Neptune.

MACKEREL: But we were ready to remind you in case you did that fish supply a number of minerals but in different amounts. There's phosphorous, iron, calcium...and let's see...uh, let's see...

SALMON: Copper and iodine.

NEPTUNE: Ho...ho! Who has to remind whom?

MACKEREL: Well...I was concentrating so hard on something else to be sure to tell you. What was it now? Oh...the fact that people have more fish available to them now than they have had for several years.

SALMON: We have the success of our anti-submarine warfare to thank for that.

NEPTUNE: And the Navy has released more fishing boats, too.

MACKEREL: Frozen filets of fish are an especially good deal for the busy homemaker. They come neatly packaged with all the waste parts removed...all ready for easy preparation.

SALMON: And no matter how far they have come, freshness is assured.

NEPTUNE: Well, Sally, and Macky, I'll try to remember all the points you've mentioned so far. Is there anything else you want me to say?





MACKEREL: How about cooking? There are still many housewives and restaurant chefs who don't know how to cook sea products properly. Sally, give him the angle on that.

SALMON: We fish, generally have a natural fresh flavor which is most appetizing. But if we aren't cooked right...this flavor is lost. There are easy rules to remember. For instance...an oily fish should never be fried. Like me...I'm an oily fish. I'm best when broiled or baked.

NEPTUNE: And lean fish, Sally?

SALMON: Lean fish, such as cod, pickerel...and rockfish should never be broiled. These are best when simmered, fried or baked in milk.

NEPTUNE: I'll certainly do my best to tell the people all the things... (FADE)...you want them to know.

NEPTUNE: So you see, Mr. (announcer), that's the way it is. And I think all my fish have a legitimate complaint...not only the sea fish, but their cousins in the rivers and all bodies of fresh water.

ANNOUNCER: I agree with you, Father Neptune. And I'm glad you came here today to tell us about it. Do you have anything to add to what Macky Mackerel and Sally Salmon wanted you to say?

NEPTUNE: I'd like to give the homemakers a few tips on how to order their fish at the market.

ANNOUNCER: A good idea...go ahead.

NEPTUNE: Be specific when you are ordering fish. So your fish man will know just how to fix it for the recipe you want to follow.

ANNOUNCER: How about the quantity to order? Sometimes that's confusing.

NEPTUNE: There's an easy rule that hotels, restaurants, and Army camps follow. They figure on one-half pound, edible portion per person. But when you are ordering fish whole, buy twice as much...because it is reduced about half by dressing. Of course fillets, steaks, smoked, salt, or canned fish come ready to be used and buy them as is.

ANNOUNCER: I see.

NEPTUNE: I'd like to add a word about buying frozen fish too. Be sure it's still firmly frozen. Then keep it frozen in the freezing compartment of your refrigerator until immediately before using. When the fish are to be prepared, they do not necessarily have to be thawed first. But once they have thawed, don't attempt to re-freeze them.





ANNOUNCER: Use them immediately, is that it?

NEPTUNE: Right.

ANNOUNCER: Thank you, Father Neptune, for coming to the studio and telling us such interesting facts about fish.

NEPTUNE: Thank you, Mr. (announcer). I hope what I've told you today will help establish a better understanding and friendship between my fish and your people.

ANNOUNCER: With such an excellent goodwill ambassador as you, I'm sure it will. Listen in again next week to another broadcast of FOOD MAKES A DIFFERENCE...presented by Station \_\_\_\_\_ in cooperation with your (local, county) nutrition committee. Today we heard \_\_\_\_\_ as Father Neptune. \_\_\_\_\_ played Sally Salmon, and Macky Mackerel was played by \_\_\_\_\_.

MUSIC: THEME TO END.

-oOo-

NOTE TO LOCAL NUTRITION COMMITTEES: This script should be rehearsed several times for easy, conversational style. If necessary, substitute Mother Neptune for the character of Father Neptune.

(An exclusive service to local nutrition committees in cooperation  
(with the State and National Nutrition Program, War Food  
(Administration.)



# Food Makes a Difference

## SOYBEANS

in cooperation with



ANNOUNCER: We bring you now...FOOD MAKES A DIFFERENCE

MUSIC: THEME (10 seconds)

ANNOUNCER: Station \_\_\_\_\_...in cooperation with your  
(local, county) nutrition committee...presents FOOD MAKES  
A DIFFERENCE, a weekly feature on food to help you  
feed your family wisely and well. Mrs. \_\_\_\_\_,  
(title) \_\_\_\_\_, of the \_\_\_\_\_ Nutrition Committee  
has information today on what for many of us is a new  
food...soybeans. She even has a booklet to offer. It con-  
tains recipes for soybean products that will put your  
family on the booster list for this food. Isn't that  
right, Mrs. \_\_\_\_\_?

MEMBER: Yes, (announcer). But first I think we should clear up the  
thought that soybeans are a new food. In China there are  
written records of soybean use for nearly 5000 years.

ANNOUNCER: That's a long, long time.

MEMBER: And if the written records go back 5000 years, it's even  
possible the Chinese were eating soybeans before they  
wrote about them.

ANNOUNCER: How are these beans used in China?

MEMBER: The Chinese use them in many ways. Sometimes they boil the  
green beans, sometimes they make a bean curd...called  
tou fou...and then there are the almost universally used  
soya sauces. In many rural areas, as milk is also de-  
rived from soybeans.





ANNOUNCER: But why do you think the soybeans are so popular in China, Mrs. \_\_\_\_\_?

MEMBER: For two reasons, (announcer). First, because the Chinese really like them. Second, the soybeans furnish good quality protein, fats and vitamins which the Chinese in the low-income brackets could not readily obtain from other sources. Few of the poor people get much meat or milk or many eggs.

ANNOUNCER: Then soybeans are really an essential of life to them?

MEMBER: Yes, soybeans and rice have made it possible for many of them to live. And soybeans are a food which helps the coolies in those long working hours. Even today, food scientists in China advocate greater use of soybeans in the Chinese diet in certain regions where soybeans are neglected. I only mention this history of soybeans and use by the Chinese because I wanted to point out that soybeans aren't really a new food and that soybeans really can provide a large quantity of food value.

ANNOUNCER: You say there are records of soybeans use in China for 5000 years? About how long have we been using soybeans in our country?

MEMBER: Soybean culture has been given real attention for only 25 years in the United States.

ANNOUNCER: Not so long in comparison. But just what is the status of soybean popularity in this country?

MEMBER: It varies. Some people are familiar with dry soybeans. Others have grown the green table varieties in their Victory Gardens and prefer them to other beans. And then, some people know only the new soybean products...soya flour and soya grits, or soya mixes.

ANNOUNCER: I guess I'm not up on my soybean knowledge.



MEMBER: Well, (announcer), ONE OF THE PRIVILEGES OF THE Nutrition Committee is to let folks know the value of foods...especially new foods.

ANNOUNCER: But can we get soybeans and soya products in local grocery stores?

MEMBER: You may find dry soybeans. And the milled soybean products... such as soya flour and soya grits and mixes..are becoming increasingly available.

ANNOUNCER: The dry soybeans I suppose would be cooked much as other dry beans?

MEMBER: That's right.

ANNOUNCER: And if I find soya flour and grits...what use can I make of them?

MEMBER: General use can be made of them in baking bread...in hot breads, such as muffins...and in making meat loaf, gravies, soups, omelettes and souffles.

ANNOUNCER: But is soya a difficult food to cook with?

MEMBER: Not at all. Soya is a good "mixer". And if you start your family on small amounts, you'll find that soya changes the familiar food less.

ANNOUNCER: Then soya really has a definite flavor of its own?

MEMBER: Yes...a nut-like flavor. Of course, the more you use soya, the more you'll like it. And it does add richness of flavor to bland foods like white sauce, gravies, soups and cornstarch puddings.

ANNOUNCER: And what about these soya mixes that you mentioned?

MEMBER: The most popular soya product...and the one stocked by most grocery stores...is a soya pancake and waffle mix.

ANNOUNCER: A flour-like product...I take it.





MEMBER: Yes...some of these mixes contain about 20 percent soya to 80 percent white flour. When pancakes or waffles are made with white flour, you get additional protein and vitamins and flavor.

ANNOUNCER: And I suppose directions come on the packages of soya you buy?

MEMBER: Yes, and it's a good idea to follow the directions closely until you are more familiar with the qualities of soya.

ANNOUNCER: Maybe I shouldn't bring this up...but haven't soybeans been used chiefly as a livestock feed in this country?

MEMBER: Yes,...a great many soybeans, with most of the oil pressed from them, have been processed and fed to livestock.

ANNOUNCER: So maybe a lot of people in this country still think of soybeans as a livestock feed.

MEMBER: An adjustment in their thinking shouldn't be too difficult. After all, a great deal of corn and wheat are also fed to livestock and we do eat corn and wheat products.

ANNOUNCER: I hadn't thought of that.

MEMBER: What's more...the soya foods which are fed to animals and the forms prepared for human use are entirely different. They're even made in processing plants devoted entirely to making human foods.

ANNOUNCER: I'm sure you have some reason for encouraging greater use of soybeans...what about their food value?

MEMBER: Well, as I mentioned earlier, soybeans are a protein food. In fact, soybeans contain about twice as much protein as our other dry beans and peas. This protein is of very high nutritional value and complements the proteins we get from cereals and breads.

ANNOUNCER: That makes soybeans in the same Basic Seven food group with meat, poultry, fish, dry peas and other dry beans.



MEMBER: Yes, they're a Group Five food.

ANNOUNCER: Any vitamins?

MEMBER: I should say so. Riboflavin, thiamin and niacin.

ANNOUNCER: The Vitamin B family again.

MEMBER: Yes..and soybeans have several minerals too. They stand well above other beans and peas...and distiactly above the cereals... in calcium. Also, they're an inexpensive source of iron.

ANNOUNCER: That calcium being needed by the bones and teeth, and the iron for healthy red blood.

MEMBER: Right again.

ANNOUNCER: And if there was a greater market...would there be plenty of soybeans and soya products available?

MEMBER: Yes, in most grocery stores right now, you can get atleast some soya products. However, grocers just do not stock these products if there is no demand for them.

ANNOUNCER: So if the consumer wants to try them, it's up to her to ask for them.

MEMBER: Yes. A national crop of over 193 million bushels of soybeans are forecast this year. Of course, this crop will go for many uses. But food processors have plenty of soya flour and mixes available for civilian use as food.

ANNOUNCER: Well you've interested me and I'm sure some of our listeners want to find out about soya recipes...what about that booklet you promised to tell about.

MEMBER: To help prepare delicious, low cost, high nourishment dishes using soya flour and soya grits, the U.S. Department of Agriculture has prepared a booklet called "Cooking With Soya Flour and Grits". The booklet tells how to make savory soya meat balls, fried soya mush, delicious soya griddle cakes and dozens of other tempting foods the family will like.





For a free copy of this soya cook book, write to this station. Station\_\_\_\_\_.

ANNOUNCER: Thank you, Mrs.\_\_\_\_\_for your information on soybeans and soybean products. For a free copy of the soyaacook book, write Station\_\_\_\_\_. Be sure to include your name and address. Listen in again next week to another broadcast of FOOD MAKES A DIFFERENCE...presented by Station\_\_\_\_\_ in cooperation with (local, County) nutrition committee. Today we heard Mrs.\_\_\_\_\_ of the\_\_\_\_\_ nutrition committee.

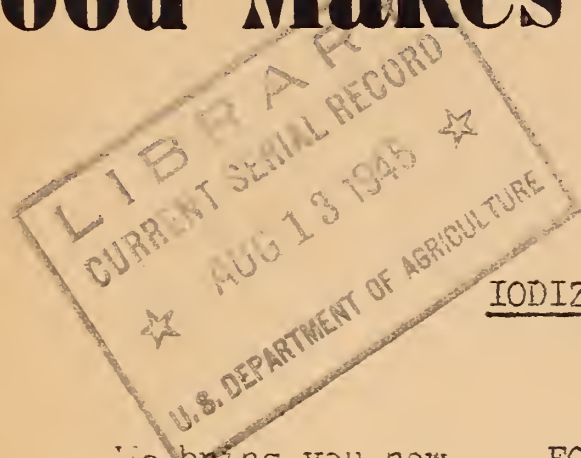
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(And exclusive service to local nutrition committees in coop-)  
(eration with the State and National Nutrition Program, )  
(War Food Administration. )

RSS-31-1944



# Food Makes a Difference



in cooperation with



IODIZED SALT

ANNOUNCER: We bring you now.....FOOD MAKES A DIFFERENCE!

MUSIC: THEME (10 seconds)

ANNOUNCER: Station\_\_\_\_\_...in cooperation with your (local, county) nutrition committee...presents FOOD MAKES A DIFFERENCE, a weekly feature on food to help you feed your family wisely and well. Mrs.\_\_\_\_\_,(title of nutrition committee member), is here with another story from the food front. What's our blue-plate special today, Mrs.\_\_\_\_\_?

MEMBER: Not a food, (announcer), but a seasoning...salt. And you must admit that any blue-plate special would be pretty flat without it.

ANNOUNCER: Yes...but salt is one food item I take pretty much for granted.

MEMBER: We all do...even though salt has played an important role in human lives from the dawn of history. Remember the "once upon a time" story when a certain king had to learn the value of salt.

ANNOUNCER: I don't think I know the story you mean.

MEMBER: Well "once upon a time" there was a king who had three daughters. He wanted to find out which one loved him best. So he asked each daughter to tell him the degree of her love. One answered, "As I love my life". The second daughter said, "Better than all the world". And the third daughter replied, "As fresh meat loves salt".





ANNOUNCER: The old king must have been pretty offended to think that one of his daughters didn't rate him any higher than a dash of salt.

MEMBER: According to the story, he turned her out of his home. And our princess was forced to find work as a kitchen scullery maid.

ANNOUNCER: But that can't be the ending..most once upon a time stories end with..."and they lived happily ever after".

MEMBER: I won't give you all the events in the life of the princess, but she did meet a prince at the ball, and like Cinderella ran away from him and returned to her kitchen. When the prince finally found her and asked her to marry him, they gave a feast and invited the king.

ANNOUNCER: And what about our salt?

MEMBER: The princess got the cooks in the kitchen to leave out the salt in all the food prepared. As a result the meat was unsatisfactory and the food tasteless. Then the king realized what his young daughter meant and how dearly she loved him.

ANNOUNCER: And everybody lived happily ever after just because of salt.

MEMBER: So the story goes. But you know, in the customs of all people and in every era, there have been proverbs about salt. Plato spoke of salt as being dear to the gods. Homer called it divine. And in China there is an old custom of throwing salt on the fire on New Year's Eve.

ANNOUNCER: Just why?

MEMBER: If the salt burned in a certain way the coming year would be favorable...or unfavorable.



ANNOUNCER: Seems to me I recall that some countries used salt as a medium of exchange...even men and women have been sold for a measure of salt.

MEMBER: Probably from that we get the saying, "He...isn't worth a pinch of salt."

ANNOUNCER: And so we come to America...and our use of salt.

MEMBER: You know it's an American boast that never in our history has a Federal tax been imposed on the traffic of salt. Today, in fact, salt is one of the cheapest products we consider essential.

ANNOUNCER: But outside of its value as a seasoning and food preserver... two very important values, I'll admit...does salt have any actual food value?

MEMBER: Yes it's a valuable food. Salt is a sort of regulator--it controls some important body processes. And about twenty years ago scientists found that table salt was an ideal commodity to carry iodine.

ANNOUNCER: So they developed "iodized salt"?

MEMBER: Yes...iodine is a mineral which is essential to the well being of the body since it is a preventive for simple goiter. Added to salt, iodine helps our thyroid gland perform its function.

ANNOUNCER: Don't we get enough iodine from other foods?

MEMBER: We probably would if we could be sure that the vegetables and fruits we eat grew in soil where there was a natural supply of iodine. But it happens that in some areas of the United States, the soil is poor in iodine. The result is that the drinking water... and foods...produced in such regions are also deficient in this respect. Many of the people who live in these areas, especially women, suffer from enlarged thyroid gland or simple goiter.





ANNOUNCER: When did we start using iodized salt?

MEMBER: This type of salt was introduced in the United States about 1924 in those areas where goiter was prevalent....

ANNOUNCER: And how popular would you say the use this type of salt is now?

MEMBER: About half of the table salt in this country is iodized. Salt manufacturers are ready to continue their cooperation by iodizing more if there is a demand for it.

ANNOUNCER: I see...the more we use--the more will be placed on the market. But to go back a bit, just how do you think scientists came around to thinking iodine should go in salt.

MEMBER: It's really not so surprising. Iodized salt should not be looked upon as a medicated food. Rather it's a product that has natural iodine restored to it.

ANNOUNCER: You mean iodine does occur in salt naturally?

MEMBER: Yes..in varying amounts. But this iodine is all lost in present day intensive refining processes.

ANNOUNCER: About how much iodine is added under this new method?

MEMBER: Very little for the job it's called upon to do. In iodized salt, only one part potassium or sodium iodide is added for each ten thousand parts of salt.

ANNOUNCER: One part of an iodine compound to ten thousand parts of salt....is that enough to do the body any good?

MEMBER: Despite the small amount, it takes care of the body's requirement.

ANNOUNCER: Even when salt is used just as a seasoning?

MEMBER: Yes. You see the amount of an iodide that a healthy person needs is very minute...much less than the weight of one kernel of wheat. But that amount is extremely important. It keeps the thyroid gland in good working condition.



ANNOUNCER: A gland which is very important in children too.

MEMBER: Yes children need this tiny supply of iodine. The thyroid gland uses it to control growth.

ANNOUNCER: And this iodine certainly hasn't changed the taste of salt.

MEMBER: Not a bit. The first iodized salt of twenty years ago did lose its iodine through evaporation if the salt was held in storage too long. Or if it was packed in cotton bags, it had a tendency to discolor.

ANNOUNCER: How about the type of container needed today.

MEMBER: That's not important either. The new product can be packed in any kind of bag or container, and will keep its iodine. And the new process also assures even distribution of the iodine.

ANNOUNCER: Would you say this salt is used anywhere but in the United States?

MEMBER: Just about every country that has areas where the soil lacks iodine has taken up the use of iodized salt...countries like Canada, Italy, Switzerland and New Zealand. Switzerland for centuries had an iodine deficiency in diets. There were many cases of simple goiter and now that problem has just about been solved by the use of iodized salt.

ANNOUNCER: We're fortunate that the preventive measure is so simple.

MEMBER: An interesting side light here is that there is very little goiter in Japan because the Japanese eat a form of seaweed that is rich in iodine. The Chinese are not so lucky, and the Japanese occupation has cut off supplies of salt containing iodine which came over the Burma road.





ANNOUNCER: Another of the casualties of war.

MEMBER: Our army now insists that all salt purchased for seasoning food for our fighting forces be iodized.

ANNOUNCER: A very good move if the small amount of iodine in salt can help keep our boys in fighting trim.

MEMBER: And still iodized salt has the added advantages of looking the same, tasting the same and costing the same as ordinary salt.

ANNOUNCER: Thank you, Mrs. \_\_\_\_\_ for these facts. The importance of iodine to growth and health and the ease of taking it through salt is worth remembering.

Listen in again next week to another broadcast of FOOD MAKES A DIFFERENCE...Station \_\_\_\_\_ presents this program in cooperation with your (local, county) Nutrition Committee.

MUSIC: THEME TO END.

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( An exclusive service to local nutrition committees in )  
( cooperation with the State and National Nutrition )  
( program, War Food Administration. )



# Food Makes a Difference

in cooperation with



BEEF TO FIT YOUR RATION BOOK AND POCKET BOOK

ANNOUNCER: We bring you now...FOOD MAKES A DIFFERENCE

MUSIC: THEME (10 seconds)

ANNOUNCER: Station\_\_\_\_...in cooperation with your (local, county) nutrition committee...presents Food Makes A Difference, a weekly feature on food to help you feed your family wisely and well. Mrs.\_\_\_\_\_, (title of nutrition committee member) is here with additional facts for the family meal planner. Good morning, Mrs.\_\_\_\_\_.

MEMBER: Good morning, (announcer), and good morning, everybody.

ANNOUNCER: What is our headline news today?

MEMBER: I thought we might talk about meat.

ANNOUNCER: Well, we'll be talking then of a food that's pretty important to most folks.

MEMBER: Yes...meat...probably more than any other food...has figured prominently in the human diet. Human beings have given just about every animal in existence a try.

ANNOUNCER: That sounds like a pretty broad statement.

MEMBER: But it holds true even in our own country. Of course, after the experiment....or as a result of training...people have built up preference and prejudice for different kinds of meat.





ANNOUNCER: You mean while we consider beef one of our favorites, it's not eaten in some countries.

MEMBER: The Hindus, (announcer), can think of no greater insult than to be called a "beef eater". And even the chicken meat we rate so highly is forbidden in many tribes.

ANNOUNCER: Recognizing that we in the United States have a preference for beef, what's our stand this morning (afternoon)?

MEMBER: How we can buy beef to fit the ration book and pocketbook.

ANNOUNCER: Having enough ration points is a problem.

MEMBER: It's not the points we're short...it's top grade beef. After all, our SUPPLY of a food determines it's ration point value.

ANNOUNCER: And we have limited supplies of beef now for civilians because our army is allocated about a third of the beef slaughtered.

MEMBER: During 1944 that's the amount. Though the market now offers more top grade beef than during the summer and fall months, the civilian supply is still not up to demand.

ANNOUNCER: I can see you're leading up to the point that we need to learn more about beef grades and cuts.

MEMBER: And how to cook beef according to grade and cut.

ANNOUNCER: Maybe we ought to have a quick review of the various grades.

MEMBER: There are four we should know, (announcer). "Choice", "Good", "Commerical" and "Utility". These grades tell the quality.

ANNOUNCER: Quite important now that rationing is in effect.

MEMBER: That's right....all the meat in the United States has to be graded because the grade of meat determines how many ration points you pay and the ceiling price.



ANNOUNCER: Then the grade helps us determine how tender the meat is?

MEMBER: Yes...meat marked "U.S. Choice" is very high quality. It usually has a border of fat and the lean meat is marbled with threads of fat...this meat is ideal for steaks and roasts.

ANNOUNCER: And what does "U.S. Good" mean?

MEMBER: This grade meat is also of high quality. There is, of course less fat on the cuts or mixed in with the lean, but it's suitable for all uses.

ANNOUNCER: And the "Commerical" grade?

MEMBER: It represents a relatively large precentage of all beef produced. Commerical beef is preferred by those who want very little..if any... excess fat. This grade may not be as satisfactory for broiling or oven roasting, but it's very satisfactory for pot roasts and stewing.

ANNOUNCER: And that brings us to the "Utility" grade we now hear so much about.

MEMBER: This "Utility" beef is a lean meat. It's low-priced....and no ration points are needed for it. But I want to stress the fact that utility beef is just as nourishing as the lean of any goods...and just as delicious when it's prepared right...as the higher grades.

ANNOUNCER: It's good to know that the food value of all lean meat is similar.

MEMBER: Yes...Whether meat is from a cheaper cut and grade or from more expensive cuts and grades....it's an excellent source of protein. And we value meat also from the iron and niacin it provides. We're glad to know too that mean contains some thiamine and riboflavin.

ANNOUNCER: Protein, iron, and three of the B vitamins. Right?



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MEMBER: Correct and, the only place the different meat grades vary is in calories or energy value.

ANNOUNCER: And why this difference?

MEMBER: Solely because of the amount of fat,...or the lack of it shall we say...on the commercial and utility grades. But even this difference can be taken care of in the cooking.

ANNOUNCER: You mean by adding fat in the cooking.

MEMBER: Yes, (announcer). And when we know the different grades then we should see that they receive the correct treatment. There will be fewer complaints from husbands at the dinner table when meat is cooked correctly.

ANNOUNCER: By the same token, the customer wouldn't have complaints to make to the butcher if the cooking method had been suitable for the grade.

MEMBER: And suitable for the particular cut.

ANNOUNCER: That's another thing I'd like to know more about...the various cuts of meat.

MEMBER: There are various cuts within each grade. The tender cuts of beef, as a rule, come from the rib and loin.

ANNOUNCER: Is that a very big proportion?

MEMBER: Those rib and loin cuts make us only about a fourth of the carcass. The other three fourths are the less tender, less expensive cuts... regardless of grade.

ANNOUNCER: And how do we order these less expensive cuts?

MEMBER: Well, if you're ordering a steak....the less expensive ones are chuck, shoulder, flank, round and rump steaks.

ANNOUNCER: And if I'm interested in less expensive roasts?



MEMBER: Then you'd ask for a pot roast, chuck ribs, cross arms, round or rump roast.

ANNOUNCER: Does that cover all the less expensive cuts?

MEMBER: No...there are other cuts which are not very well known. The neck, plate, brisket, flank and heel cuts. These types are good for stew or chili or hamburger, or meat loaf.

ANNOUNCER: Well, when we buy these less expensive cuts or lower grade meats we can expect them to be less tender. So the homemaker who wants to keep her reputation as a good cook may have to learn new methods of preparation.

MEMBER: Even a low-point and low-priced cut doesn't have to stay a toughie all his life. The important point is to break down the tough connective meat tissues by pounding or grinding or by steaming.

ANNOUNCER: For many war workers...where time allotted to meal preparation is short...I should think the ground meat method would be quickest.

MEMBER: It is. And ground meat fits in with lots of meal schemes. Ground meat is excellent for meat loaf, meat balls, hamburger, chili, or with vegetables...as in stuffed peppers or stew.

ANNOUNCER: And what about this pounding method?

MEMBER: It's good for flank or round steak....whether you want to fry it country style or to steam it as a swiss or smothered steak. If you pound a piece of meat, work flour into it to take up the juices. You see, the pounding cuts through the fibers so the flour is needed to absorb and save the juice.

ANNOUNCER: So grinding and pounding are really ways of tenderizing meat.

MEMBER: And the other main method, as I have mentioned, is the use of water or steam.

ANNOUNCER: The way pot roasts are cooked?





MEMBER: Yes, and the smothered steak that calls for both pounding, and moist heat. The cooking time is longer this way because it must be done at low heat for best results. And the cook must place a cover over the meat. Then the steam from the liquid softens the meat tissues.

ANNOUNCER: And must the additional liquid always be water?

MEMBER: No. The liquid may be the juice from vegetables cooking around the meat, or from the meat itself....or it might be tomato juice.

ANNOUNCER: Isn't it true that an acid like tomato juice works as an extra aid in tenderizing meat?

MEMBER: Yes, tomatoes or tomato juice help dissolve the connective tissue. A little vinegar added to the cooking water does the same thing. Sometimes the French...economical cooks from way back...let a lean piece of meat stand several hours in French dressing.

ANNOUNCER: Here again the vinegar in the dressing softens the connective tissues.

MEMBER: Also the oil in the French dressing adds flavor and fuel value. Some of the tenderizing effect has started before you cook the meat.

ANNOUNCER: All this adds up to a number of ways of cooking low-ration point meats.

MEMBER: And they lend themselves readily to various kinds of seasoning too, (announcer). The imaginative cooks try onion or a bit of garlic, maybe celery seed or celery leaves...parsley, or dried herbs.

ANNOUNCER: Mmmmm. I can almost smell a meat pie now...cubes of meat, potatoes, celery, onions..and maybe some bay leaf.



MEMBER: I can see, (announcer), that you know some special meat dishes.

But I have one final message.

ANNOUNCER: Go right ahead.

MEMBER: Whether the less-tender cut is to be a swiss steak, a pot roast, or liver smothered with onions, be sure to keep the heat low as you cook it. Moderate or low heat brings out the flavor of meat... increases the tenderness and reduces shrinkage.

ANNOUNCER: Thank you Mrs. \_\_\_\_\_, for this stimulating message.

Listen in again next week to another broadcast of FOOD

MAKES A DIFFERENCE. Station \_\_\_\_\_ presents this program

in cooperation with your (local, county) Nutrition Committee.

MUSIC: THEME TO END

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# Food Makes a Difference

in cooperation with



## STUFFINGS

ANNOUNCER: We bring you now...FOOD MAKES A DIFFERENCE!

MUSIC: THEME (8 seconds)

ANNOUNCER: Station \_\_\_\_...in cooperation with your (local, county) nutrition committee...presents FOOD MAKES A DIFFERENCE, a weekly feature on food to help you feed your family wisely and well. Have you ever wondered how you could stretch your meat dish a little farther at dinner, or how to fix it a new way? Today, Mrs. Brown, (title), is going to tell you one of the tricks. That's right, isn't it, Mrs. Brown?

BROWN: Yes...it's a trick, because you see you don't need extra meat to do this stretching job.

ANNOUNCER: I don't get it...food science hasn't gone that far.

BROWN: It has if you listen to your Cheerie Chef.

ANNOUNCER: Now what's a Cherrie Chef...sounds like a mechanical egg beater.

BROWN: A Cheerie Chef is sort of your second voice...helps you face food problems and worries. Mine came forth with a brilliant suggestion last Sunday when I had a meat shortage to deal with.

ANNOUNCER: But just what does Cheerie Chef sound like?

CHEERIE: Not any different from any other voice, (announcer).

ANNOUNCER: Hold on a moment...who was that?

CHEERIE: Just Mrs. Brown's second voice. I'm her Cheerie Chef.

ANNOUNCER: Well, you never can tell what will happen with radio these days. Mrs. Brown, suppose you and your voice take over. Better start with that problem you had last Sunday. I'd like to see this Cheerie Chef of yours in action.

BROWN: As I started to say before. It was Sunday, the stores were closed, but I knew I had enough food in the icebox for the family.

ANNOUNCER: So far this sounds familiar. And then into this peaceful scene comes the unexpected. Your Cherrie Chef perhaps.





BROWN: Oh, nothing like that. Some friends from out of town came to visit us. They said they wouldn't stay more than a few minutes, but we couldn't let them go.

ANNOUNCER: I know...you hadn't seen them for a long time and you had lots to talk over. At the same time you were wondering what in the world you were going to have for dinner.

BROWN: You seem to know the story very well.

ANNOUNCER: The same thing has happened at our house. But what did you do?

BROWN: Well, I knew the veal shoulder roast I had was large enough for our family, but with additional guests it would have to do extra duty. I thought and thought about tricky methods of preparation. That's when I heard my Cheerie Chef.

CHEERIE: Yes sir, (announcer), I stepped right in and cheered her up. I said, "carry the meat flavor over to another food, and you've done the trick of stretching the meat dish."

ANNOUNCER: And if I'd been you, Mrs. Brown, I'd have said..."little help you are."

BROWN: I did say something like that...I said, "Now look here Cheerie Chef you've either got meat or you haven't."

CHEERIE: Sarcasm doesn't affect me, (announcer). You know what I came back with?

ANNOUNCER: No...you know I've been lost from the beginning of this show.

CHEERIE: I just said, "Have you ever heard of bread stuffings"?

ANNOUNCER: And of course, Mrs. Brown, you didn't let this voice get away with that remark. What did you say then?

BROWN: Something like: "Sure I've heard of bread stuffing. It's a natural with chicken and turkey. But I happen to have a veal roast to deal with today."

CHEERIE: Then I perked up with my hit advice of the day, (announcer). I told Mrs. Brown she was overlooking the solution to her whole problem. Bread dressing is a natural companion to lots of meat dishes.

ANNOUNCER: I must admit, Cherrie Chef, had an idea there Mrs. Brown. I know breast of lamb and savory dressing is a popular dish.

CHEERIE: I can see that you could use a Cheerie Chef of your own, (announcer).

ANNOUNCER: Now what have I said wrong. Breast of lamb and savory dressing is a very good dish.

CHEERIE: Right you are. You just stopped too soon. You can serve bread stuffings with veal or beef birds or with shoulder of pork or lamb. Even with spareribs.

ANNOUNCER: Now don't go and get excited. Your suggestion is a humdinger.

1. The first part of the report is a general introduction to the subject of the study.	INTRODUCTION
2. The second part of the report is a detailed description of the methods used in the study.	METHODS
3. The third part of the report is a detailed description of the results of the study.	RESULTS
4. The fourth part of the report is a detailed description of the conclusions of the study.	CONCLUSIONS
5. The fifth part of the report is a detailed description of the limitations of the study.	LIMITATIONS
6. The sixth part of the report is a detailed description of the future work that needs to be done.	FUTURE WORK
7. The seventh part of the report is a detailed description of the references used in the study.	REFERENCES
8. The eighth part of the report is a detailed description of the appendices used in the study.	APPENDICES
9. The ninth part of the report is a detailed description of the acknowledgments of the study.	ACKNOWLEDGMENTS
10. The tenth part of the report is a detailed description of the index of the study.	INDEX



CHEERIE: Of course it is. You can make a special treat of some of the less expensive cuts of meat if you serve a dressing with them.

BROWN: When Cheerie Chef told this to me last Sunday, (announcer), I knew I had my meat problem solved. Veal shoulder roast with dressing. One slice of the roast with a portion of rich, savory dressing and I had stretched my supply of meat.

CHEERIE: I ALSO pointed out to Mrs. Brown that "stuffings" conserve food.

ANNOUNCER: Just how do you mean?

CHEERIE: Well, she had half a loaf of bread left over in the bread box...besides the fresh bread she had on hand. Now instead of wasting the remaining bread she could use it to good advantage. Thus saving food.

BROWN: I had forgotten another thing, (announcer). Now, we have enriched and whole grain cereals and breads, stuffing made of them would be more nutritious. Better than any time since the advent of refined milling.

ANNOUNCER: It's good to know that a food you like is also good for you.

CHEERIE: Now we're getting some place. We like bread stuffings, they're good for us, they save food, and they extend our meat flavor.

ANNOUNCER: What else did you cover in that remarkable conversation last Sunday, Mrs. Brown?

BROWN: I remember saying to Cheerie Chef that I had to hurry. That I couldn't spend all my time in the kitchen when I wanted to be with my guest.

CHEERIE: I just said, "Take it easy, Mrs. Brown. Get organized. They're only two main types of bread stuffings...wet and dry."

BROWN: I thought it over. That's right...only wet and dry stuffings. If you make the dressing dry, the only moisture is fat. And if you make it wet, you add...

CHEERIE: Right here I told her to think over the cooking liquids...milk, water or broth. "But remember", I said, "even with the wet type be careful not to add too much liquid. Dressings absorb some juice from the meat or poultry while cooking."

ANNOUNCER: But regardless of the amount of moisture all dressings have the same base don't they....I mean bread crumbs.

CHEERIE: That's our national favorite any way, (announcer). I told Mrs. Brown, stuffings always have a "starchy" base...enriched white or whole grain bread crumbs. Sometimes though it might be corn bread made from whole grain cornmeal...sometimes flaky boiled rice or well-seasoned mashed potatoes.

ANNOUNCER: Wait a minute, That mashed potato stuffing is a new one for me.



CHEERIE: Nevertheless, lots of people know its deliciousness. It's popular as a filling for chicken. Just mix bread crumbs and your favorite seasonings and a bit of onion in the mashed potatoes, and then fill the chicken and roast it.

ANNOUNCER: Sounds good enough to try.

CHEERIE: Southern cooks have another favorite stuffing that gives contrast in flavor and taste. They combine equal parts of corn bread boiled rice and bread crumbs in one super poultry dressing.

ANNOUNCER: WHOA there! You're giving me ideas too fast. What about the dressing Mrs. Brown used for her veal roast.

BROWN: I decided on the dry bread stuffing, (announcer).

CHEERIE: Where the only moisture is fat.

ANNOUNCER: That's for richness I suppose.

CHEERIE: Right you are, (announcer).

ANNOUNCER: Hope it isn't too demanding on the butter.

CHEERIE: If butter can't be spared there are plenty of other fats...fortified margarine, part of the fat from the meat or poultry, or maybe salt pork or bacon drippings.

ANNOUNCER: Now that you have the bread crumbs and the fat, I suppose you came forth with another bright idea on the rest of the ingredients.

CHEERIE: Absolutely...after all "Variety is the spice of life." You have to vary these seasonings now and then.

BROWN: You see, (announcer) I asked that question too. And Cheerie told me, if you vary the servings then you'll be able to fall back on stuffings more often...that you won't get tired of them.

ANNOUNCER: O. K. what are some of the variations in seasonings?

BROWN: The ones I used last Sunday are the best known...celery, parsley onion and herb seasonings.

ANNOUNCER: What about the extra additions to stuffings...like raisins or nuts or mushrooms.

CHEERIE: They're fine...good for appetite interest too. Of course these additions depend on personal preferences. Some cooks like to add giblets or oysters.

BROWN: And don't forget, Cheerie, that you told me about the tart apple stuffing so good with duck.

CHEERIE: I didn't forget. I just ran out of breath. Why you can even use bits of crisply fried bacon, sausage or diced pork to give those dressings a lift.







ANNOUNCER: Well, you can hold up on the ideas now. Mrs. Brown, perhaps you'd better give us the recipe in full that you used last Sunday.

BROWN: I fixed a cup of bread crumbs for every pound of meat. By the way, the same rule holds for poultry. One cup of bread crumbs for every pound of dressed weight of the bird.

ANNOUNCER: One cup per pound.

CHEERIE: You know it's better to have too much dressing than not enough. If you make more dressing than your turkey will hold, you can brown it in the oven by itself...just baste this dressing frequently with the drippings.

BROWN: You forgot another method, Cheerie. You can add an egg to leftover stuffings and make patties. Then bake them in a greased casserole or pan-fry in fat drippings.

ANNOUNCER: You're both getting off the track again. How about finishing that recipe for dry stuffings.

BROWN: Well for each cup of crumbs, I used one to one and a half tablespoons of fat. I melted the fat in a skillet. Then for each cup of crumbs I used a fourth of a cup of chopped celery, parsley, and onion. I browned these chopped vegetables in the fat before I added them to the bread crumbs.

ANNOUNCER: Then what?

CHEERIE: Can't you think of something else that might be missing.

ANNOUNCER: Well this recipe does sound a little flat.

CHEERIE: Cause you forgot the herb seasoning.

ANNOUNCER: That's right...sage or mixed poultry seasoning, or savory.

CHEERIE: I see you respond very well to coaching. But may I suggest that you use these seasonings in moderation. After all they should heighten...not smother the taste of the stuffing.

BROWN: And if you have the delicate flavor of mushrooms and oysters to consider, you want to be able to taste them. So the herbs should be toned down.

CHEERIE: Just taste the mixture as you sprinkle in the seasoning. After all that's what taste buds are for.

ANNOUNCER: Then I suppose you put the bread stuffings in a pan and baked it.

BROWN: More or less just warmed it in the oven...adding the drippings as needed.

CHEERIE: Now if she had been filling a turkey, she'd have packed the bird lightly. Never pack a chicken or turkey because the bread absorbs some of the juice and expands during the cooking.



ANNOUNCER: Well, Mrs. Brown and your voice, Cheerie Chef, thank you for these suggestions on stretching popular meat flavor...with stuffings.

CHEERIE: Always glad to give ideas...especially when they mean conserving food and still giving you some extra vitamins and minerals.

BROWN: And for one final recommendation...let me tell you that stuffing last Sunday won me new praise as a cook.

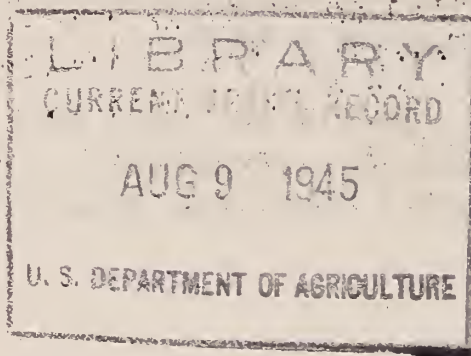
ANNOUNCER: Thank you Mrs. Brown. Listen in again next week to another broadcast of FOOD MAKES A DIFFERENCE...presented by Station \_\_\_\_\_ in cooperation with your (local, county) nutrition committee.

MUSIC: THEME TO END.

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(An exclusive service to local nutrition committees in cooperation with the State and National Nutrition Program, War Food Administration.)







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# Food Makes a Difference

Resume

in cooperation with



SAFEGUARDING NUTRITION IN WARTIME

ANNOUNCER: We bring you now...FOOD MAKES A DIFFERENCE!

MUSIC: THEME (8 seconds)

ANNOUNCER: Station \_\_\_\_\_...in cooperation with your (local, county) nutrition committee...presents FOOD MAKES A DIFFERENCE, a weekly feature on food to help you feed your family wisely and well. This morning, we have Mrs. Brown (title of nutrition committee member) as our guest. But what are those leaflets you're carrying, Mrs. Brown?

BROWN: I got them from the library, (announcer). They're booklets printed during 1917 and 18. They tell how to use substitutes for sugar and wheat.

ANNOUNCER: And these homemade posters. Here, let me help you with them. Hmmm--- They look like they'd been through a war, too.

BROWN: They have. They were displayed in a store window in this country during the last war.

ANNOUNCER: Look at this sign: "Eat Plenty Wisely Without Waste". And this one... "Bread and Buns will Beat the Huns". Here's another one on sugar... Where in the world did you dig these signs up?

BROWN: Dig up is right. I found them in the store basement of a friend of mine.

ANNOUNCER: After thirty years! Looks like your friend never throws anything away! But why bring these leaflets and signs over to the station today?

BROWN: Because of something you said last week.

ANNOUNCER: I don't recall asking you to dig around in cellars and libraries.

BROWN: No...but you said you wondered how our diets in this war compared with the last.

ANNOUNCER: And what were your findings, Dr. Watson? Besides all this reading matter.

BROWN: But that's the point (announcer). They help prove we're much better fed. More surprising, we're even eating better than in the pre-war years, 1935 to '40.



ANNOUNCER: Certainly a tribute to the resources and industry of this country. I mean that we can send one-fourth of our total food supply to our Armed Forces and our Lend-Lease friends...and still keep up the quality of our own diets.

BROWN: That's because at the beginning of this war, there was a new realization of the importance of keeping up health and morale.

ANNOUNCER: But there was in the last war too. For example, that slogan "Bread and Buns Will Beat the Huns."

BROWN: I think that slogan is typical of our change of thinking, (announcer).

ANNOUNCER: How do you mean?

BROWN: The food slogans of the first world war put emphasis on substitute foods...say for wheat and sugar. And on saving food.

ANNOUNCER: But it's still important for us to save food.

BROWN: Surely. We don't want any food to be wasted now. But in this war we're stressing the nutritive value of the food we eat.

ANNOUNCER: Let me get this straight. In the last war, when we said bread and buns would beat the Huns, we meant that our wheat shipments to the Allies would help defeat the Germans.

BROWN: That's right. And bread is helping win this war. Not only because of our overseas shipments, but for another reason too...

ANNOUNCER: And that is?

BROWN: The bread we now eat is more nutritious.

ANNOUNCER: You mean because of the enrichment program?

BROWN: Yes. The white enriched bread we eat today has more vitamins and minerals than the 1917 variety. And we emphasize whole grain products, too. So bread truly becomes another food to raise morale ...and fight fatigue.

ANNOUNCER: Well, we've got to take into consideration that great strides have been made in the knowledge of food values since 1917.

BROWN: And also this knowledge has been backed up with "action".

ANNOUNCER: All down the line, I'd say.

BROWN: All down the line is right. In the first place, our farmers have responded fully to the Government's request to produce more food.

ANNOUNCER: Especially the food that counts most in food value per pound.

BROWN: That certainly is true. There has been a steady upward trend in our use of "protective foods".



(continued) 2011-2012

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1. 1940-1941: 1st year of study  
 2. 1941-1942: 2nd year of study  
 3. 1942-1943: 3rd year of study  
 4. 1943-1944: 4th year of study  
 5. 1944-1945: 5th year of study  
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 81. 2020-2021: 81st year of study  
 82. 2021-2022: 82nd year of study  
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 89. 2028-2029: 89th year of study  
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 91. 2030-2031: 91st year of study  
 92. 2031-2032: 92nd year of study  
 93. 2032-2033: 93rd year of study  
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 95. 2034-2035: 95th year of study  
 96. 2035-2036: 96th year of study  
 97. 2036-2037: 97th year of study  
 98. 2037-2038: 98th year of study  
 99. 2038-2039: 99th year of study  
 100. 2039-2040: 100th year of study



BROWN: Fruit, vegetables, milk and eggs. You know, since 1920 we've actually doubled the amount of citrus fruits we eat.

ANNOUNCER: I should think our Victory Gardens helped on increased use of vegetables.

BROWN: They have. Especially our consumption of tomatoes and green and yellow vegetables.

ANNOUNCER: So along with our improved food knowledge, we've been blessed with a wonderful truck garden and Victory Garden out-put.

BROWN: What's more, our incomes have increased during wartime. More families have had the money to buy the protective foods they need.

ANNOUNCER: And they're getting more value for their money.

BROWN: That's true. When we get enriched bread and cereals, fortified margarine and iodized salt with our meals, we know we're getting more food value. Especially in comparison with the same unenriched, refined products offered during the last war.

ANNOUNCER: By the way, one of your slogans is still excellent advice today.

BROWN: Which one is that, (announcer)?

ANNOUNCER: "Eat Plenty Wisely Without Waste".

BROWN: We've even improved on it.

ANNOUNCER: You mean like knowing about the Basic Seven foods...the foods we should get every day for health.

BROWN: That's part of it. But we've learned the importance of cutting down "invisible waste".

ANNOUNCER: Now just what do you mean by "invisible waste"?

BROWN: The wasting of vitamins and minerals which we can't see.

ANNOUNCER: And how are we avoiding this waste?

BROWN: By saving the vitamins and minerals in our food...through proper preparation, and cooking.

ANNOUNCER: Like making the peelings thin.

BROWN: Yes, and by cooking our meat, vegetables and fruit in the modern way.

ANNOUNCER: This so we can be sure our vitamins and minerals get to the table and not down the kitchen drain.

BROWN: You must admit we lose money and health protection every time that happens.

ANNOUNCER: I agree with you. Would the proper storage of food help there too?





BROWN: Decidedly. Proper storage at low temperature, along with suitable methods of preparation, cooking, and serving prevent "invisible waste". This saving you know is as important as the kinds and amounts of food we select for our meals.

ANNOUNCER: You know what I've been thinking as we looked at these posters?

BROWN: No.

ANNOUNCER: That is we've made great strides in food knowledge since 1917, we should continue to do so after this war.

BROWN: Well, good nutrition certainly isn't just a wartime job. But it is important in winning this war.

ANNOUNCER: And I can see why we gave extra stress to it. What with our farm equipment and labor short...and still needing to help feed the United Nations.

BROWN: Other reasons why we had to get the most value from our selections.

ANNOUNCER: Wouldn't you say though that now with rationing of scarce foods...and our knowledge of food values...we've abolished the fear of wartime hunger in this country?

BROWN: Yes. But we can't afford to become complacent. There are still a lot of underfed people in this country. And there are many little things we can still do to safeguard health in our own homes.

ANNOUNCER: Like preventing this "invisible waste" of vitamins and minerals.

BROWN: That's right. Take advantage of scientific findings that promise better health. For one thing we should serve raw vegetables and fruits as much as possible...even through the winter months.

ANNOUNCER: I know we need to do extra remembering in winter to keep the number of servings of fruits and vegetables up to par.

BROWN: Another thing. We can take advantage of frozen foods when they're available. They're much like fresh foods in color and flavor and nutritive value. Just remember to start cooking frozen foods before they thaw...to save vitamins.

ANNOUNCER: I suppose another pointer is to buy no more food than we can use while it's still fresh.

BROWN: And when we serve canned vegetables, we should be careful to save any extra cooking liquid to use in soups or gravy.

ANNOUNCER: It looks as though we had to start living up to statistics, if we know the nutritive value of the food we're buying. Then we want to be sure none of it's lost in the preparation stages.

BROWN: Might make a New Year's resolution here, (announcer).





ANNOUNCER: And that is...

BROWN: Get full value from the food you buy.

ANNOUNCER: A mighty good resolution --

Thank you, Mrs. Brown. Listen in again next week to another broadcast of FOOD MAKES A DIFFERENCE...presented by Station \_\_\_\_ in cooperation with your (local, county) nutrition committee. Today we heard -----

MUSIC: THEME TO END.

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An exclusive service to local nutrition committee in cooperation with the State and National Nutrition Program, War Food Administration.

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